

# LGS Recreation Senior Services Grant Proposal: Revised for August 31, 2021

*Serving the community since 1956*



## REVISED LGS Recreation Proposal

Early slides within this revised presentation provide additional insight regarding The Agency proposal. Please note that the initial proposal provided in advance of the July 27, 2021 meeting has been provided below. Revisions to those slides will appear in the lighter blue font for reference.

- **Background:** The Agency's previous proposals prioritized operational costs and staffing and made clear there is a minimum level of funding required to at least return to 2019 programming levels. We were governed by the following:
  - The Interim Final Rule from the Treasury Department outlines how ARPA funds are to be utilized. ARPA grants are to support payroll and benefits costs, costs to retain employees, mortgage, rent, or utilities costs, and other operating costs as a resource to aid communities disproportionately impacted by COVID19.
- This revised presentation has been developed as a result of the Commission guidance from the July 27th meeting. The Agency was asked to prioritize expenses in the event we do not receive full grant funding.
  - Please also see the separate document that outlines the [Commission Questions for The Agency.](#)

## REVISED LGS Recreation Proposal

- If the goal is to restore all programs back to pre-pandemic (2019) levels, the minimum grant funding is \$383.7K without new service expansion. Cuts beyond this funding jeopardize all goals and objectives.
  - Please note the Agency has already committed to funding .5 FTE for classified staff so we share the expense with the Commission and are just as vested in achieving the goals.
- The Agency has identified \$116.3K of expense for service expansion. The consequence of not funding this amount is that we will not hire one New Staff. As such, associated programs and services will be cut. We anticipate this will include day trips, dances, and volunteer development. See slides 15-16.
- Breakdown of \$116.3K
  - \$71K - New Hire #2
  - \$24K - Associated trips and transportation
  - \$15K - Associated gaps in Community outreach
    - Note: New Hire #1 and New Hire #2 have some areas of overlap such as outreach and marketing efforts that bridge the gap for our 55 and older community.

## **REVISED LGS Recreation Proposal**

- We intend a quarterly expansion of 55 Plus content to also include a seasonal version of THE PRINT in The Agency's brochure.
- We will also provide printed monthly newsletters that highlight any new programs, changes, a monthly "grab" calendar of programs / services, a community highlight or story, instructor / volunteer / facilitator of the month, etc...
- If there is an ARPA investment in The Outlook, we will coordinate with the Commission to request free use of space within the publication.
  - The Agency will centralize submissions to the Commission, which may be reviewed and forwarded along to SASCC for inclusion. This will ensure the Commission is aware of what's be submitted, and it is align with what they would like to see published.

## **LGS Recreation Proposal – 7/27/21 submission**

- We are pleased and honored to present a comprehensive proposal for Town affiliated ARPA funding. Proposal goals will address Communication/Marketing, Service Coordination and Centralization, Service Expansion and Volunteer Opportunities that were identified by the Commission.
- LGS Recreation (“The Agency”), holds a 65-year history within the community and has served as the de-facto Senior Services Community Center by virtue of our presence at the Adult Recreation Center. We seek the opportunity to expand the scope of Senior Services via this unprecedented opportunity for departmental support.
- The Agency operates out of a centralized location within the Los Gatos community and intends to expand upon currently unduplicated access to facilities for specialized senior services within the South Bay.
- Facilities include, though not limited to:
  - Joan Pisani Community Center
  - Saratoga Prospect Center
  - Los Gatos Adult Recreation Center
  - Los Gatos Youth Recreation Center
  - Los Gatos High School Aquatics Center
  - Vasona Boat House
  - Los Gatos and Saratoga Parks

## REVISED LGS Recreation Proposal – 7/27/21 submission

- Traditional Agency model prioritized fee-based programming to offset free or low-cost services. Senior Services have historically been subsidized by other departments within the Agency and it is financially unsustainable. To ensure facility and staff resources are used primarily for the expansion of 55 Plus services, ARPA grant funding is essential to bridge the gap and initiate momentum.
- Purpose of the grant request is to return Agency Staff to work and focus on Senior Services, a group that has been heavily impacted by COVID.
- Senior Services is by its nature is front-facing and relies on Staff to interface with community members and support and expand programs.
- The financial model reflects the Agency and Town ARPA funding co-sharing operational expenses up to .5 FTE each for classified staff compensation and benefits. The Agency will be paying for HALF of classified staff FTEs for senior services. Taken together with the Town's ARPA funding, the grant will stretch further.
- We intend to form an ARPA Grant Oversight Committee to act as a governing body and provide oversight of all elements covered by the grant award. With the inclusion of both LGS Recreation staff and external community members, the Committee will establish benchmarks of achievement with metrics. It is recommended this Committee include members of the Subcommittee the CHSSC intends to form along with Recreation Coordinator and Director of Finance.
- Beyond the proposal is a full intention to mobilize quickly and also ensure a structure for longevity and long-term expansion.

# REVISED LGS Recreation Proposal - ARPA Grant Financial Model

## ASSUMPTIONS

REVISED proposal prioritizes minimum staffing to support pre-pandemic 2019 levels.

### Restore Staffing; \$265K total

- Restore Recreation Coordinator, Trinh Nguyen FTE from .5 to 1.0 = \$47,518
- Increase Senior Office Clerk, Lori Krueger FTE from .5 to 1.0 = \$49,468
- Increase Administrative Front Desk Staff, Ali Cherry FTE to .5 = \$18,038
- Increase Administrative Front Desk Staff, Karen Moultrup FTE to .5 = \$8,432
- New Hire I to support marketing/newsletter, outreach and special events = \$71,771
- Budget to include Recreation Manager, Emily Sprugasci to .25 FTE = \$39,459
- Budget Aquatics Coordinator at 0.1 FTE = \$13,019
- Director of Finance (80 hours) = \$6,144
- Executive Director (100 hours) = \$10,980

### REVISED from original budget proposal:

**REMOVE New Hire #2 to support day trips, dances, volunteerism, and gaps in community outreach = \$116.3K**

### Notes:

*Remaining program expense of \$118,871 is allocated across all staff.*

*Some strategic and tactical duties will be expected of multiple Staff members and are reflected in this manner on the next slides.*

## REVISED - Proposed Use of Funds

Compensation & Benefits	\$265,037
Facilitator for Readers' Theater, Single Again, Game Days	62,300
Community Outreach	37,200
- Program Marketing	
- Newsletter printing/delivery	
Program Equipment Rental	5,000
Program Meals & Supplies	14,200
Total	<u><u>\$383,737</u></u>



## Trinh Nguyen, Recreation Coordinator - 7/27/21 submission

### Action Plan: Q1

- LGS Recreation (“The Agency”) to resume hardcopy publication of THE PRINT. This transitioned to a weekly email newsletter during the pandemic and will return to hardcopy, email, US mail, and newsletter archive on the website. This will be made available to everyone, regardless of membership status. Goal is to distribute 2,500+ newsletter by the end of Q4.
- Solicit relevant Los Gatos-centric 55 Plus content beyond the Agency and promote through platforms along with our partners.
- Engage with the Town to include content on their website, post a link on the Town newsletter, and collaborate to identify additional outreach channels through current Town resources.
- Collaborate with additional partners and service groups, including and not limited to the Chamber of Commerce, Live Oak Nutrition, West Valley Community Services, SASCC (Outlook / RYDE), Los Gatos Lions, Kiwanis, Rotary, and appropriate public organizations to connect them to our website and the latest copy of THE PRINT.
- Agency to recruit volunteers from within partner service groups.
- Coordinate and provide support from both a strategic and ground level. This will include program coordination and service provision onsite in LGS Recreation facilities. With full grant funding, we will be best equipped to collaborate closely and more impactfully to serve our community with not only current partners but those new to the Agency.

## **REVISED - Trinh Nguyen, Recreation Coordinator**

### **Action Plan: Q1 Cont'd**

- 55 Plus membership will offer the same benefits and access to adult programs at ALL Los Gatos and Saratoga locations. These facilities will include: Joan Pisani Community Center, Saratoga Prospect Center, Los Gatos Adult Recreation Center, Los Gatos Youth Recreation Center, Los Gatos High School Aquatics Center, Vasona Boat House, Los Gatos and Saratoga Parks.
- Collaborate with local hospitals and universities to recruit participants for MS Aquatics.

### **Action Plan: Q2**

- Expand new events to include a New Year's Membership Kickoff and Community Outreach event and a Spring Dance and Volunteer Appreciation Day as noted within "Volunteer Opportunities." We currently host the Summer 55 Plus Picnic, Fall Thanksgiving Luncheon, Winter Holiday Gift / Recognition event.

## REVISED - Trinh Nguyen, Recreation Coordinator

### Action Plan: Q3

- Collaborate with additional print and video-based media to provide community updates. The Agency initial goal includes KCAT and Los Gatos Weekly (Community Briefs and Bay Area In-person / Virtual Events Sections).
- The Agency will assist with volunteer coordination (we intend to boost this area and can direct individuals to serve within this partner program). Some efforts may be jeopardized if we are unable to hire New Hire #2.
- No incremental cost to Town for KCAT to work with us as a vendor.

### Action Plan: Q4

- Continue to collaborate with all service providers through scheduled monthly/quarterly meetings to guide and support their efforts as programs expand to meet growing needs.
- The Agency's stretch goal is to increase 55 Plus membership numbers to 2,500 by Q4 by extending outreach and marketing efforts to more strongly connect our current community with the services and programs available.

## Lori Krueger, Senior Office Technician - 7/27/21 submission

### Action Plan: Q1

- Coordinate and provide Administrative support on the ground level. This will include program coordination and service provision onsite in LGS Recreation facilities.
- Solicit relevant Los Gatos-centric 55 Plus content beyond the Agency and promote through platforms along with our partners.
- Engage with the Town to include content on their website, post a link on the Town newsletter, and collaborate to identify additional outreach channels through current Town resources.

### Action Plan: Q2

- Outreach and marketing with current LGS Adult Recreation participants to bridge the gap and more clearly identify the 55 and older community we currently serve and are **not yet members**.

### Action Plan: Q3

- Coordinate a dedicated liaison for Social Services and Case Management onsite at the Agency and include in the Resource Handbook.

### Action Plan: Q4

- Develop a comprehensive Senior Services Resource Handbook in both hard and soft copy to inform members about older adult resources and services within the South Bay. This will be refreshed on an ongoing basis.

# Ali Cherry + Karen Moultrup, Office Technicians - 7/27/21

## submission

### Action Plan: Q1

- Operational support will offset free and low-cost service costs and ensure program expansion to include AARP Tax Preparation, HICAP (the Health Insurance Counseling & Advocacy Program), SALA (Senior Adults Legal Assistance), AARP Driver Safety, and more. As it evolves, we will increase programs/services yet to be identified in cooperation with the CHSSC and Grant Oversight Subcommittee and allot facility space as needed.
- Assist training New Hire 1 (and New Hire 2 if funded).
- Assist with recruitment of Volunteer group facilitators.
- Assist with marketing and outreach efforts to increase membership.

### Action Plan: Q2

- Outreach to current LGS Adult Recreation participants to identify the 55 and older community we currently serve and are **not yet members**.

### Action Plan: Q3

- Coordinate Social Services and Case Management onsite at the Agency and include in the Resource Handbook.

### Action Plan: Q4

- Reestablish our Volunteer Appreciation Day event (springtime) to strengthen our relationship with our volunteers and reaffirm our appreciation of their service. This event historically included a celebration with a meal, gift, game and performance.
- As volunteerism expands, we will survey our contact list for their suggestions and interests and develop new opportunities through their contributions.

## **New Hire I (support marketing/newsletter, outreach and special events) - 7/27/21 submission**

### **Action Plan: Q1**

- Contribute to THE PRINT content. Engage with the Town to include content on their website, post a link on the Town newsletter, and collaborate to identify additional outreach channels through current Town resources.
- Collaborate with partners and service groups to connect them to our website and the latest copy of The Print. Recruit volunteers from within partner service groups.
- Coordinate program and service provision onsite in LGS Recreation facilities.

### **Action Plan: Q2**

- Outreach and marketing with current LGS Adult Recreation participants to bridge the gap and more clearly identify the 55 and older community we currently serve and are **not yet members**.
- Dedicated social media presence for the 55 Plus program that also ties into the Agency and Town that will connect to general programming and online resources.
- Refresh efforts within the 55 Plus website to allow for greater content and accessibility and a central platform for all resources.
- Expand new events to include a New Year's Membership Kickoff and Community Outreach event and a Spring Dance and Volunteer Appreciation Day as noted within "Volunteer Opportunities." We currently host the Summer 55 Plus Picnic, Fall Thanksgiving Luncheon, Winter Holiday Gift / Recognition event.

## **New Hire I (support marketing/newsletter, outreach and special events) - 7/27/21 submission**

### **Action Plan: Q3**

- Coordinate a dedicated liaison for Social Services and Case Management onsite at the Agency and include in the Resource Handbook.
- Collaborate with additional print and video-based media to provide community updates. The Agency initial goal includes KCAT and Los Gatos Weekly (Community Briefs and Bay Area In-person / Virtual Events Sections).

### **Action Plan: Q4**

- Maintain presence at high visibility events in the Town to share information, resources and encourage participation in activities.
- Continue to collaborate with all service providers through scheduled monthly/quarterly meetings to guide and support their efforts as programs expand to meet growing needs.
- As volunteerism expands, survey our contact list for their suggestions and interests and develop new opportunities through their contributions.
- With full grant funding, the Agency's stretch goal is to increase 55 Plus membership numbers to 2,500 by Q4 by extending outreach and marketing efforts to more strongly connect our current community with the services and programs available.

## **REVISED TO REMOVE -New Hire 2 (support day trips, dances, and volunteerism)**

### **Action Plan: Q1**

- Plan, coordinate, and promote monthly day trips.
- Act as dedicated volunteer service coordinator to assist seniors in engaging in meaningful opportunities to serve other seniors. Staffer will be directed to prioritize recruiting and managing of all volunteers.
- Promote volunteer opportunities in Agency brochure (110K community members reached).
- Volunteer opportunities will include special events, dances, concerts, daily operation, engagement in the 55 Plus Office, marketing efforts, seasonal decoration, social meal activities, and more.

### **Action Plan: Q2**

- Outreach and marketing with current LGS Adult Recreation participants to bridge the gap and more clearly identify the 55 and older community we currently serve and are **not yet members**.
- Expand new events to include a New Year's Membership Kickoff and Community Outreach event and a Spring Dance and Volunteer Appreciation Day as noted within "Volunteer Opportunities."
- Coordinate the events we currently host: Summer 55 Plus Picnic, Fall Thanksgiving Luncheon, Winter Holiday Gift / Recognition event.



## **REVISED TO REMOVE - New Hire 2 (support day trips, dances, and volunteerism)**

### **Action Plan: Q3**

- Collaborate with travel agencies and local vendors to offer travel shows highlighting both US and international trips.

### **Action Plan: Q4**

- Expand frequency and quality of special events and workshops such as social dances, concerts, and special interest presentations.
- Increase collaboration with local partners and Senior Centers such as City of Campbell, Addison-Penzak JCC in Los Gatos for trips and events.
- As volunteerism expands, survey our contact list for their suggestions and interests and develop new opportunities through their contributions.

## **Lynnette Vega, Independent Contractor – Senior Services - 7/27/21 submission**

### **Action Plan: Q1**

- Expand and facilitate the popular Social Game Day activities to multiple offerings a week.
- Expand support services to multiple meetings per week and diversify offerings.
- Full grant funding will allow us to staff the 55 Plus Senior Center Office for one-on-one engagement with members 5 days a week.

### **Action Plan: Q2**

- Support expansions of new events to include a New Year's Membership Kickoff and Community Outreach event and a Spring Dance and Volunteer Appreciation Day as noted within "Volunteer Opportunities." Coordinate events we currently host: Summer 55 Plus Picnic, Fall Thanksgiving Luncheon, Winter Holiday Gift / Recognition event.

### **Action Plan: Q3**

- With full grant funding, return Social Dinner Club – a social and support group that ceased in 2019 due to funding restrictions.

### **Action Plan: Q4**

- Host our Volunteer Appreciation Day event (springtime) to strengthen our relationship with our volunteers and reaffirm our appreciation of their service. This event historically included a celebration with a meal, gift, game and performance.
- As volunteerism expands, coordinate suggestions and interests and develop new opportunities through their contributions.
- With full grant funding, resume services within the mountain communities, ceased in 2019 due to funding restrictions.

## **Rigo Amador, Aquatics Coordinator - 7/27/21 submission**

### **Action Plan: Q1**

- Continue to offer ongoing exclusive 55 Plus lap swim for our members.
- Collaborate with local hospitals and universities to recruit participants for MS Aquatics.

### **Action Plan: Q2 & Q3**

- Coordinate marketing and outreach effort for upcoming MS Aquatics program.

### **Action Plan: Q4**

- Expand upon wellness initiatives including the MS Aquatics /Physical Therapy program and collaborate with local hospitals and universities to recruit participants.

## **Emily Sprugasci, Recreation Manager - 7/27/21 submission**

### **Action Plan: Q1**

- The Agency seeks authority from the Town to coordinate with South Bay service providers. Agency to act as a gateway for all older adult services, such as transportation, nutrition, wellness checks, social services/case management, and social/emotional and recreation programming.

### **Action Plan: Q2 – Oversight of Trinh Nguyen**

- Expand new events to include a New Year's Membership Kickoff and Community Outreach event and a Spring Dance and Volunteer Appreciation Day as noted within "Volunteer Opportunities." We currently host the Summer 55 Plus Picnic, Fall Thanksgiving Luncheon, Winter Holiday Gift / Recognition event.

### **Action Plan: Q3 – Oversight of Trinh Nguyen**

- Collaborate with additional print and video-based media to provide community updates. The Agency initial goal includes KCAT and Los Gatos Weekly (Community Briefs and Bay Area In-person / Virtual Events Sections)
- Expand the 55 Plus Membership offering to include low cost or members-only league play for cornhole, ping pong, bocce ball, and pickleball.

### **Action Plan: Q4 – Oversight of Trinh Nguyen**

- Continue to collaborate with all service providers through schedule monthly/quarterly meetings to guide and support their efforts as programs expand to meet growing needs.
- With full grant funding, the Agency's stretch goal is to increase 55 Plus membership numbers to 2,500 by Q4 by extending outreach and marketing efforts to more strongly connect our current community with the services and programs available.

## **Harrison Paist, Director of Finance - 7/27/21 submission**

### **Action Plan: Ongoing**

- Track and report financial results of grant award.
- Represent the Agency by participating in CHSSC Subcommittee and review financial performance.

## **Nancy Rollett, Executive Director - 7/27/21 submission**

### **Action Plan: Ongoing**

- Coordinate with South Bay service providers. Agency to act as a gateway for all older adult services, such as transportation, nutrition, wellness checks, social services/case management, and social/emotional and recreation programming.
- Collaborate with additional partners and service groups, including and not limited to the Chamber of Commerce, Live Oak Nutrition, West Valley Community Services, SASCC (Outlook / RYDE), Los Gatos Lions, Kiwanis, Rotary, and appropriate public organizations to connect them to our website and the latest copy of THE PRINT.
- Recruit volunteers from within partner service groups.

# Commission Goal : Sustainability and the future - 7/27/21 submission

## Agency Long-term Goals

- Establish the Adult Recreation Center as a Community Wellness Center by coordinating a dedicated medical professional (pharmacist or a nurse to administered wellness checks and the seasonal flu shots) to be onsite on a regular basis and allocate appropriate facility space with published office hours for 1:1 resource meeting.
- Expand coordination and connect our community with expanded food service and delivery with Live Oak Nutrition and / or West Valley Services.
  - Through additional LGS Recreation staff support and/or facility access, the program and partnership could expand to serve more meals and more seniors each week.
- Deepen our relationship with local colleges to offer more senior services/classes including free or low-cost health and wellness offerings.
- Expand upon specialized programs and work more extensively with local hospitals to bring clinic-to-community rehabilitation programs and services.
- Collaborate with Live Oak Adult Day Care to develop programs for those with Alzheimer/Dementia. Special certification required.
- Investigate the development of a 501c3 “Friends of 55 Plus” nonprofit for potential donor development to further subsidize and extend our reach.

# **Commission Goal : Sustainability and the future Cont'd - 7/27/21 submission**

## **Recommendations**

- Agency to continue to apply for grants annually as afforded by available resources with the intention to dedicate these funds to program expansion and support of collaborative effort.
- It may be possible to offset the benefit of ARPA funding when it expires with the combination of:
  - Town rent forgiveness
  - Donor Development
  - Agency fee-based programming



# Sample Newsletter - 7/27/21 submission



## PRINT

### Online Newsletter

2021 Membership Renewal Includes 2022!

50% off on all new and renewals will include 2022 membership as well!

Renew Now!

How to Renew Online



### Important Updates

The LGS Recreation fee plan program will be repeating soon!

We will kick it all off with our Annual Summer Picnic event on July 14. Please see the details below and RSVP early to reserve your spot.

The \$5 Plus Office will reopen the week of July 19. Please contact us at (408) 265-1514 for questions.

A picnic return to in-person programming and services will begin the week of July 26. The picnic will continue to expand in the weeks to come.

As we continue to return to person and more all new programs and classes, membership information and updates will be shared with each of us to anyone who has an eye out for updates. We cannot wait to see you!

Annual Summer Picnic  
Wednesday, July 14, 11:00am-1:00pm  
Join us for our Annual Summer Picnic with music and card games facilitated by our very own staff! All ages are welcome. The event has been modified and held in a safe manner with social distancing and drive-through table service. All children require an on-site waiver.



### Adults, Adults - USA Today

Furious at your parents for aging? You're Not Alone  
USA Today article on aging.

Services Highlights

- Broadband Internet Discount - internet access financial assistance? [Get Email Notice Broadband](#)
- CoffeeShop Food - CoffeeShop Food in CA is a new for the local food program called Supplemental Nutrition Assistance Program (SNAP). Use the online tool [See if You Qualify](#) and [Apply](#)
- [SALA](#) (Senior Adults Legal Assistance): (408) 265-5081
- Health Insurance Counseling and Advocacy Program (HICAP): (408) 310-3200
- New Programs/Services - Virtual Fitness classes with Mission and West Valley College, Virtual Health Screening with Sun Jose State



### BOOK CLUB

Book Club  
4th Tuesday of Each Month - Starting 7/27. Time: 12:00pm-1:30pm. For more information, please contact Linda Adams 408-442-2894 or email below.

[linda442musa@gmail.com](mailto:linda442musa@gmail.com)

### Program Highlights

Democracy Under Siege - Neel Keenan  
Los Angeles on now as Los Angeles begins a new financial year with quite a number of challenges, regardless of the "purple tints" carried forward. The State is looking at places like Los Angeles to change housing codes to be more inclusive and to address the needs of the people. How we can help provide some guidance/perspective to the process. In fact, the meetings shown below, with links to the agendas found on the Town's website, are part of this process. See listing below for upcoming Town meetings. We encourage you to attend. We will be ASKING for community participation.

Join Zoom Meeting  
Meeting ID: 963 4008 8791  
Passcode: 85712K

Mon, July 12, 5pm -  
[Public Comment Meeting](#)  
Tue, July 13, 10am -  
[Open House Meeting](#)  
Wed, July 14, 3:30pm -  
[City Council Meeting](#)



### Whole Food Plant Based Cooking

will need to increase and have ingredients before class starts. Please join us to learn how powerful this way of eating is. Did you know that a plant-based way of eating can reverse chronic disease and improve immunity? This is a one-of-a-kind class. Register now at [Whole Food Plant Based Cooking](#)

**NEW English, Japanese, Buddhist and Hinduism, (Online)**  
Buddhism and Hinduism are the main religions in Japan. Participants will learn about the differences between the two religions. They will also have an opportunity to practice some of the rituals. Learn the history, practice, and their differences. This is a one-time class and it starts on 7/15 from 12:00pm-2:00pm on Zoom. Register now at [English, Japanese, Buddhist & Hinduism](#)

Composting Workshop  
Composting is a great way to reduce the amount of food and yard waste that ends up in a landfill. In a compost bin, food scraps, dead leaves, unweeded plants, old fabric scraps and more can become brand new soil nutrients and provide the foundation for a garden going through the hottest and blustriest and the "heart of the summer". One day



### Heat Stress

It's summertime! Stay healthy and safe as the temperatures rise.

CHC - Heat Stress Tips



### Whole Food Plant Based Cooking (Online)

Come learn about the power of cooking and eating Whole Food Plant Based (WFPB). Both the instructor will provide before class. Students

Adult Trips: SF Giants Baseball  
Check out our new adult program webpage and join us for a variety of exciting Summer programs! [LGS Recreation Adult Programs](#)

Program Highlights:  
Adult Trips: SF Giants Baseball  
Championships in a conveniently packed format, with a variety of prizes and a special award for the winning team.  
Join us for a memorable experience at the perfect destination. Return time is approximately based on the conclusion of the ball game. Activity will be on the bus on Sunday, July 25 and departs from the Community Recreation Center. First pitch is scheduled at 12:45pm. Register today at [SF Giants Baseball](#)

Whole Food Plant Based Cooking (Online)  
Come learn about the power of cooking and eating Whole Food Plant Based (WFPB). Both the instructor will provide before class. Students

# Sample Newsletter Cont'd - 7/27/21 submission

**County Fire**  
**FREE Classes**  
 Sign up for online and in-person  
 Disaster Preparedness & Home Safety  
 Classes.

**County Fire Fire  
 To Register**



**Live Oak Nutrition & Service Center**  
 Meal services available. Call  
 408-354-0707 24-hours in advance to  
 reserve your meal.

**July Menu**

workshop at the Los Gatos High School Gardens  
 on Saturday, July 24 from 9:30am - 11:30am.  
 Register at [Community Workshop](#)

**Safari West**  
 Discover the wildest Africa in the heart of wine  
 country! At Safari West, every day means  
 adventure as we journey out in search of herds of  
 wildebeest, romping rhinos, and towering giraffes.  
 From ring-tailed lemurs to the dazzling zebras,  
 nearly 900 animals from over 80 unique species  
 roam through our 400-acre preserve. All that's  
 missing is you...A buffet lunch is included on your  
 trip. Activity Level: 2 (moderate activity) - Trip is  
 on Wednesday August 25th from 8:00am - 7:00pm.  
 Register at [Safari West](#)



**LGS RECREATION**



**Older Americans Month**  
 Special Luncheon Dinner in  
 with Doug McConell  
 May is Older Americans Month  
 with a theme of "Communities of  
 Strength." To kick it off, the Bay  
 Area Older Adults Recreation  
 Services (OARS) invite you to a  
 special presentation with Doug  
 McConell. There will be time for  
 a Q&A as well.

**Thank You Fire Fire**

**Event Calendar**

**Membership Renewal**  
 Don't miss out! Programs and  
 services continue to be  
 available so even have some  
 time to spend with your  
 community. You can  
 complete your 2021  
 membership and remind your  
 friends.



**Vaccinate All 58**

**COVID-19 Vaccination**  
 Vaccine appointments are now  
 available to all those 18+. Click  
 on the links below to make an  
 appointment.

**MSU Public Health**

**MSU Public Health**



## Updates

**Happy Friday!**  
 We hope you are all well and we are thankful for the  
 opportunity to connect with each of you. We have  
 some helpful reminders and important new updates to share  
 with you this week.

express a concern, or support. Basically, we are following the Town's new  
 mantras - Listen, Learn, Change. There are several Town of Los Gatos  
 meetings scheduled for next week that will have long-term impact on all of us:  
 May 3, 5pm Special Finance Commission - Town Budget proposal, May 4,  
 10am Development Review Committee, May 4, 7pm Town Council, May 6,  
 6pm General Plan Advisory Committee Special Meeting. Agendas and details  
 are available on the Town's website.

**Join Zoom Meeting**  
<https://join.zoom.us/j/924097817> **Topic: COVID-19 Vaccination**  
 Meeting ID: 924 097 817  
 Password: 5D7J2K

**Santa Clara County Fire Dept. & CAL FIRE**  
 Click on links below to register. Follow on Eventbrite to stay informed about upcoming  
 safety classes and community events: <http://bit.ly/sccfireinfo>

**Recovering From Wildfire virtual meeting**  
 Meet chefs from SOCFD, learn more about wildfire insurance, and listen to wildfire survivors  
 share their stories of loss and recovery.  
**Tues, May 4, 8:30am to 9:30am**

**Understanding Homeowners Insurance in High Fire Risk Areas**  
 Program topics include: shopping for insurance, insurance coverage and limits, what to do  
 after loss, coverage in high risk areas, and what total lossowners should know  
**Thurs, May 6, 8:30am to 9:30am**

**TelHealth Program - SJSU Nursing Department**  
 Wednesdays, 10-11am - 11-12pm  
 Last week the students put together a beautiful presentation on **What is COVID-19**,  
**Vaccination & California Contact Back Up** and a reflection of **Our Lives With COVID-19**.  
 Be sure to join us every Wednesday. Last meeting for the season is May 12th!



**New Fitness &  
 Stretching Videogal**  
 Join Recreation Coordinator  
 Trinh Nguyen for exercise  
 and stretching videos you  
 can do from home!

**Exercise Videos**

**Live Oak Nutrition and Service Center**  
 Meal services continue to be available. Call 408 354 0707  
 24-hours in advance to reserve your meal. Click on the link  
 below to view current menu. [May Menu](#)

**Modified Services**  
 - ADMP Tax Preparation - Ernie Hiri, local tax  
 preparer, call to book (408) 295-0162  
 - SABA Insurance (membership), call to book (408) 295-5991  
 - Health Insurance Counseling and Advocacy  
 Services (HICAP); (408) 350-3200  
 - Many of Lynette's programs are coming back!  
 Reader's Theatre, Style Again...But Not By Choice, and  
 more. Email Lynette for info: [lahondalynette@earthlink.net](mailto:lahondalynette@earthlink.net)

## Online Class Highlights

**Santa Clara County Brain Health Symposium**  
**Stay Sharp: A Healthy Brain at Any Age**  
 Friday, May 7 at 10 AM  
 This program will bring together subject matter experts and champions in the  
 fields of aging and cognitive health. It will highlight the role of various lifestyle  
 strategies while providing opportunities for collaboration and connection with  
 community members, health care professionals, policymakers, and  
 stakeholders. [SCC Brain Health Symposium](#)

**Democracy Test**  
 Mondays, 10:30am - Noon  
 Monday's Zoom session will be an open discussion on any topic that you  
 choose impacting Los Gatos and our neighborhoods. Fire season is near,  
 Town is working on a new budget, concern over racism in LG, schools  
 open/reopening...lots going on. You decide what you want to ask about.

# Sample Newsletter Cont'd - 7/27/21 submission



### Virtual Travel

This week, visit terraces Western Australia from afar with this photo tour.



### Senior Preparedness

Senior Preparedness with Emily Tuesdays and Fridays, 10:00am-11:00am

In each class, we will play a knowledge-based game (Trivia, Crossword, Bingo, Charades, Pictionary, etc) and discuss class designated current events. We will provide you with the points needed to play and brief homework, may be assigned. This may often include current events. Classes will start with a short video, discussion, and then the weekly meeting. After students will get to spend the rest of the class playing games based on what we just learned. We will play as a class, the top student will be crowned individually or into teams as needed. Connected your drive to learn with your drive to win!

Senior Preparedness with Emily Tuesdays and Fridays, 10:00am-11:00am

Join Zoom Meeting

Meeting ID: 858 3072 8243

Passcode: CCA2a

Looking for more? Additional online and in-person programs are available. See below for details.

Virtual Travel

Senior Preparedness

Looking for more?

Additional online and in-person programs are available. See below for details.

In collaboration with the 55 Plus Program, SJSU nursing students will provide basic health information and resources. A great opportunity to ask questions, review various topics regarding health and well-being, and connect socially to combat isolation. If you are interested, please mark your calendar.

Join Zoom Meeting

Meeting ID: 831 0439 3628

Join by your location

+1 609 900 9128 US (San Jose)

Noncredit Online College Courses - Spring 2021

We are now presenting with West Valley College and Mission College to provide noncredit classes through May 20th. Class sizes are limited, so please register if you plan to attend.

To register for West Valley College programs, please complete the [Non-Credit Online Application for the School of Continuing Education](#).

To register for Mission College programs, please complete the [Mission College Older Adult Program Student Enrollment & Registration Form](#).

Recommended classes:

Shy Pit with Mary Ann Smith

Fridays, 12:00pm-1:20pm

Join Zoom Meeting

Meeting ID: 884 5489 4261

Passcode: 4shrd

Balance Awareness with Mary Ann Smith

Fridays, 1:30pm-2:50pm

Join Zoom Meeting

Meeting ID: 980 3379 4986

Passcode: 4shrd

Service Highlights

- Broadband Internet Discount - Internet access financial assistance? [Get Emergency Broadband](#)

- CalFresh Food - CalFresh Food is CA's name for the federal food program called Supplemental Nutrition Assistance Program (SNAP). Use the online tool [See if You Eligible and Enroll](#).

- AARP Tax Preparation - Emie Hirt, local tax professional, [eldia](#) (remotephone), (408) 219-0162

- SALA (Senior Adults Legal Assistance): (408) 295-5991

- Health Insurance Counseling and Advocacy Program (HICAP): (408) 850-3200

- Many of Lynette's programs are coming back! Reader's Theatre, Single Again...But Not By Choice, and more. Email Lynette for info. [lshondalynnetts@earthlink.net](#)

Program Highlights

Democracy Tent

Mondays, 10:30am - 11:00am

We will not be meeting this coming Monday, July 5 as our country continues the celebration of Independence Day. We will resume on

Brain Busters with David Grant Mondays and Tuesdays, 2:00pm-3:00pm Mission College, in association with the LGS 55 Plus Program, is holding a free Zoom Trivia happy hour. A great chance to engage with members and have some fun. Plan yourself your favorite beverage and get comfy at home while you show off your knowledge of useless facts. Don't forget to invite friends or spouses to join! [Program Link](#)

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Looking for more? Additional online and in-person programs are available. See below for details.

Virtual Travel

Senior Preparedness

Looking for more?

Additional online and in-person programs are available. See below for details.

## Important Updates

The LGS Recreation 55 Plus program will be reopening soon!

We will kick it all off with our Annual Summer Picnic event on July 14. Please see the details below and RSVP early to reserve your spot.

The 55 Plus Office will reopen the week of July 19. Please contact us at (408) 354-1514 for questions.

### 2021 Membership Renewal Includes 2022!

Don't miss out! Your 2021 55 Plus membership renewal will include 2022 membership as well! Renew now.

[Membership Renewal](#)

[Sign Up For Renewal](#)

4th of July 18 Facts about Independence Day you probably don't know.

[4th of July Facts](#)

### Service Highlights

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Democracy Tent

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Pickleball - How One Man's Pastime Became a Lifelong Passion

Be a part of the fastest growing sport in the US.

[Pickleball - 18th July](#)

[Let's Pickleball Together](#)

### Senior Preparedness

Senior Preparedness with Emily Tuesdays and Fridays, 10:00am-11:00am

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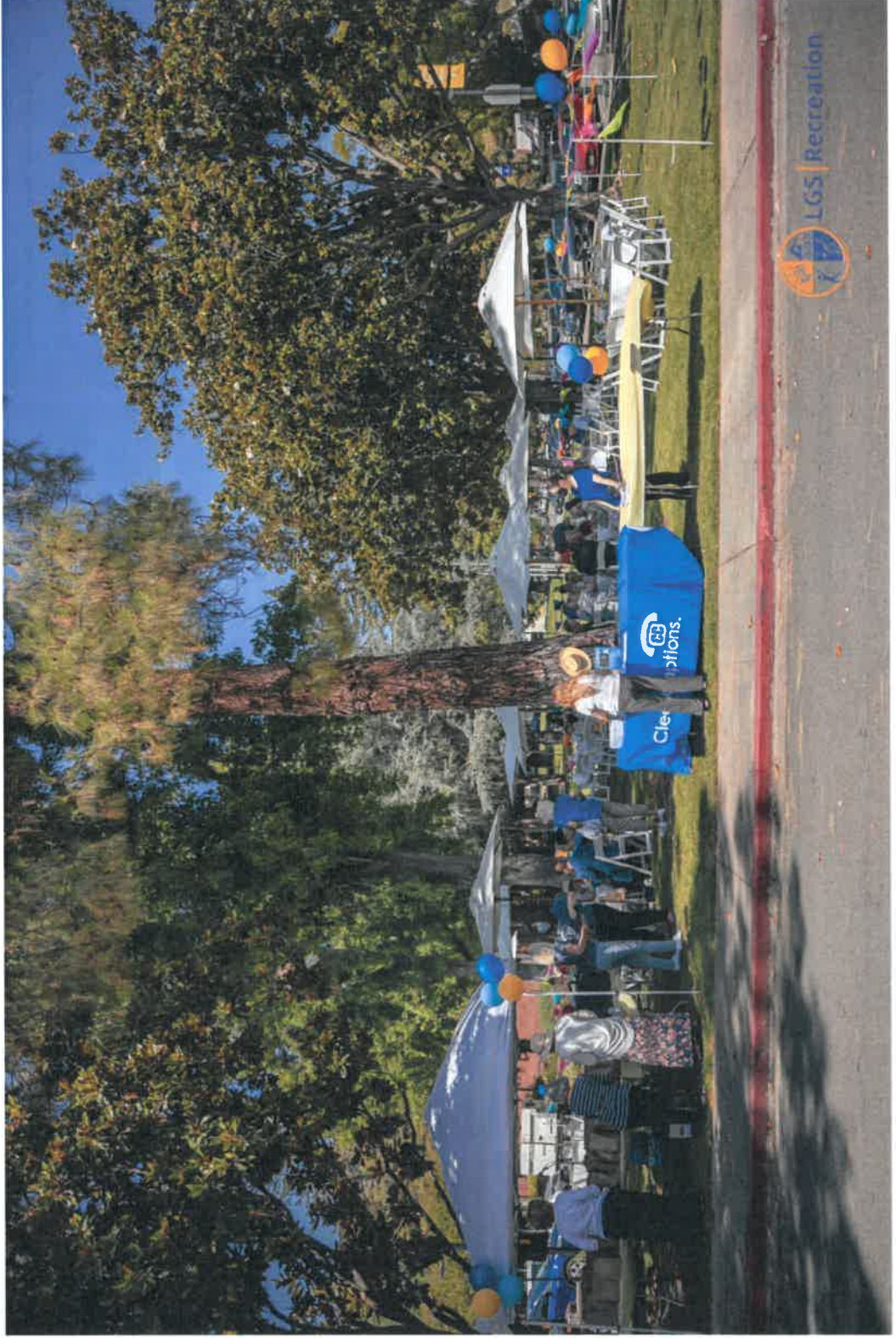
Virtual Travel

Senior Preparedness

Looking for more?

Additional online and in-person programs are available. See below for details.

# Questions / Comments - 7/27/21 submission





## LOS GATOS SENIOR SERVICES PROPOSALS

The Town of Los Gatos has made a significant commitment to engaging the local Older Adult community. As part of that commitment, the Town Council has empowered their Community Health and Senior Services Commission to seek out proposals for potential services and events that will enrich the lives of Town residents as they age.

The Saratoga Area Senior Coordinating Council (SASCC) is a 501(c)(3) nonprofit organization, in business locally for over 40 years. Our operations include the Saratoga Senior Center, Saratoga Adult Care Center, R.Y.D.E. Senior Transportation Program, and The Outlook Community Newspaper.

Below is a brief description of the proposals contained herein, that we respectfully submit to the Community Health and Senior Services Commission for consideration.

- **The Outlook** – An Age Friendly community newspaper reaching every home in Los Gatos on a monthly basis. The Outlook can be used in a variety of ways to reach Los Gatos residents with important information, public notices, and community news.
- **Community Assessment Survey for Older Adults (CASOA)** – Serves as a strategic planning and evaluation tool. Data from the survey are used to develop informed service plans and to determine how resources may be allocated to achieve desired short-term goals, as well as to assist in forecasting long-term needs and solutions.
- **Senior Services Coordination** – Creating a new roadmap for the Town’s Age Friendly efforts, using the Community Assessment for Older Adults data as a guide.
- **Los Gatos Age-Friendly Health Fair** – A free and fun community-wide event designed to encourage healthy living and an active, engaged lifestyle across all ages. Free health screenings, vaccinations, resources and information for the whole community.
- **Los Gatos Senior Resource Drive-Thru Events** – Popup resource fairs designed to provide support, information, community resources and a free meal to older adults while they remain in the comfort of their vehicles.

With the exception the CASOA and Coordination services, these projects can be engaged a la carte. The Senior Services Coordination efforts are intended to be guided by CASOA results.

SASCC is committed to being a part of the matrix of Los Gatos senior services. It is our hope that the Commission and Council find merit in these offerings.

# LOS GATOS SENIOR SERVICES

Proposals by SASCC

## THE OUTLOOK – COMMUNITY NEWSPAPER

*Community news keeps residents informed and engaged*

The Outlook is delivered to over 30,000 homes in Los Gatos and Saratoga every month, bringing much needed local news and updates to West Valley residents. The City of Saratoga is currently utilizing our paper to reach not only the Older Adult community, but the entire local population with their messages. We can provide the same access to our readers to the Town, helping to increase civic participation and inclusion.

Examples of ways the Town can leverage The Outlook:

- **Dates, times and locations of important hearings, meetings, and events:**
  - General Plan Update
  - North 40 Project
  - Wood Road Senior Housing Project
  - Town Council, Planning Commission and other meetings
  
- **Recruitment efforts for local Commissions, groups and panels:**
  - Youth Commission
  - Planning Commission
  - Community Health and Senior Services Commission
  - CERT
  
- **Public notices:**
  - Messages from the Mayor and Chief of Police
  - Fire safety tips from County Fire Department
  - Town-wide event calendar
  - Disaster and fire preparation and response

A partnership with SASCC in the areas of Communication and Marketing answers affirmatively the following questions from the Commission's guidance on proposals for Short-Term Service Provision Options:

1. If the Town partially funds The Outlook, will it receive page/content access? – **YES**
2. Would The Outlook incorporate Los Gatos centric news? – **YES**
3. Would this relationship be similar to that with Saratoga? – **YES**

This project has ample opportunity to achieve sustainability after ARPA funds have been depleted. This round of funding will help us reach critical mass in terms of readership, validity, and reach into the local donor pool. Also, the financial commitment is one that the Town may wish to continue after assessing the value of our communication tool.

**Financial Commitment: \$30,000**

## COMMUNITY ASSESSMENT SURVEY FOR OLDER ADULTS (CASOA)

*"A vision, without a plan, is just a hallucination." – Will Rogers*

In 2016, SASCC embarked on a mission to respond to the World Health Organization's call for communities to become more Age Friendly. We knew that any effort requiring significant time, money and coordination should start with a solid analysis of reliable data relating to the issue(s) being addressed.

We sought out and interviewed three consulting firms who had surveying products appropriate for our desired outcomes. The National Research Center (NRC) has by far the best product, the CASOA. Their methods offer statistically significant responses and results for a targeted community, and the benchmark survey data is compared against national data from their research database of CASOA results from 175 communities with responses from more than 35,000 seniors.

The results of the Saratoga CASOA were statistically valid and yielded a trove of valuable information. Nearly 2,000 surveys were mailed out to residents over the age of 60. We garnered a response rate of 32%, with a margin of error of 4%. The data allowed us to be almost surgically responsive to the needs of older residents, as described by them.

We found this method and the results gained to be superior to smaller, less representative focus groups which tend to favor more mobile seniors who have access to the internet and are connected more deeply to the community.

In order to develop a clear roadmap for the development of specific, achievable short- and long-term Los Gatos senior services, SASCC recommends the following:

- **Conduct a Los Gatos CASOA as a First Step** – SASCC has valuable experience in conducting a successful CASOA, and using the resulting data to help inform a path forward.
- **Recruit the right stakeholders for the working group** – Data is the foundation upon which to build, but you need the right team to get past the starting point. SASCC is well connected and can assist in recruiting key stakeholders to the working group.
- **Publish the results** – Let the community in on the process. Publishing curated data points and the associated action items will encourage participation and reassure the community that meaningful results are within reach.

This is a one-time expenditure that does not require sustained funding. SASCC will present the findings of the CASOA to the working group and help guide the process.

**Financial Commitment: \$21,500**

## SENIOR SERVICES COORDINATION

*Achieving true sustainability requires coordination, not necessarily centralization*

Every community is different. Los Gatos has been trying for some time to improve the landscape for its aging population, but solutions have been elusive. Funding is a necessary component, but simply throwing money at a problem rarely solves it. The question is how to build a lasting network of current and future Los Gatos providers to achieve continuity.

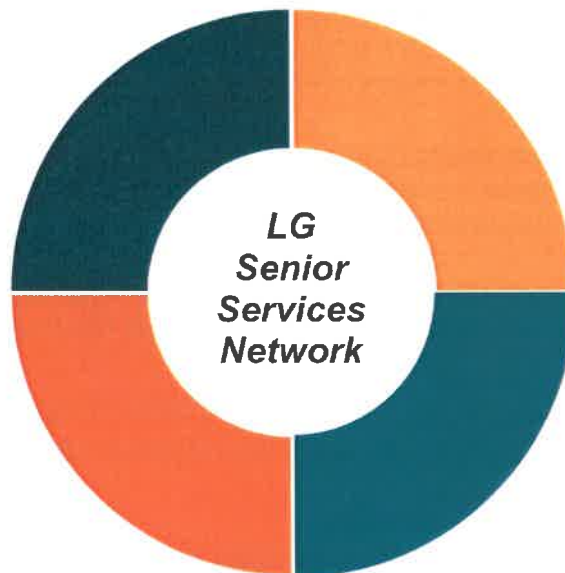
Below is an example of how coordination may be achieved, but the list of providers and offerings are not complete. For the purposes of this proposal, SASCC would be the lead agency in mapping out the existing landscape and producing a coordination plan that would include all stakeholders, their offerings, and the marketing collateral used to communicate the information to the community. This goes beyond creating a repository for senior services, this project will create synergy between the current providers and their offerings to improve and strengthen the overall perception of Los Gatos support systems for aging adults.

### SASCC

- Supplemental services
- Annual events
- Communication
- Referrals and information
- Consultancy and coordination services

### LIBRARY

- Workshops
- Seminars
- Educational opportunities
- Onsite offerings
- Cognitive stimulation



### LGS REC

- Daily, weekly classes and activities
- Auxiliary services
- Onsite offerings
- Referrals and information
- Under contract

### LIVE OAK SNP

- Serves the most vulnerable
- Handles food insecurity
- Access to unhoused seniors
- Safety net resource

Senior services are SASCC's core competency. We can provide supplementary and stop-gap services in coordination with the other providers, reduce duplication and redundancy, increase access to services, and create a communication plan that will make it easy for seniors to navigate the offerings. This offering is designed to work in tandem with CASOA results.

**Financial Commitment: \$63,500**



# LOS GATOS AGE FRIENDLY HEALTH FAIR

*A celebration for all ages to promote health and wellness while having a great time!*

One of SASCC's most popular events is our annual Age Friendly Health Fair. This event brings together people of all ages to enjoy a fun-filled day. SASCC organizes and hosts each fair, inviting over 30 community service agencies to offer services, resources and information to the public. Average attendance is around 500 people. Below is a description of what the SASCC Health Fair offers to residents:

- **Free health screenings and vaccinations** – Blood pressure checks, BMI assessments, blood glucose tests, hearing screenings, flu vaccinations and potentially COVID vaccination are all offered free of charge to the public, all ages welcome.
- **Information and resource tables** – Over 30 local vendors offer resource tables with information and free goodie bags for attendees. Past participants include local physicians, service organizations (Rotary, Lion's, etc.), City representatives, etc.
- **Workshops and educational presentations** – We invite speakers and educators to give talks on various health related topics that attendees can take part in.
- **Free lunch for the first 250 attendees** – Thanks to our partnerships locally, we are able to provide a free, nutritionally-balanced meal to the first 250 attendees.
- **Fun for the kids** – Bounce houses, face painting, carnival-style games led by the Youth Commission, and free ice cream!
- **Free raffle** – We incentivize attendees to visit every resource table by providing a raffle ticket for every table you visit. At the conclusion of the event we do a drawing and give away great prizes.
- **Veterans Resources** – Many older veterans do not understand or take advantage of their VA benefits. We have VA representatives on site to sign people up for services, help them understand their benefits, and make use of them.

Holding an Age Friendly Health Fair in Los Gatos would be an excellent way to build awareness around the goals of the Commission and Council as it relates to Senior Services. SASCC has built a model for sustainability that includes event sponsorship, fundraising, and grant applications. We would use these one-time ARPA funds as a springboard into the community that will allow us to build connections and awareness that will lead to future funding sources.

**Financial Commitment: \$30,000**

# LOS GATOS SENIOR RESOURCE DRIVE-THRU EVENTS

*Bringing the resources to the people, encouraging safe interaction in a convenient setting*

After COVID-19 closed down all of our in-person offerings, we knew we had to find innovative ways to support older adults that went beyond virtual activities. Our team came up with a novel idea - bringing the resources within reach of seniors in a safe, socially-distanced setting while seniors remain in their vehicles. We reached out to our community partners and curated a list of services that seniors wanted access to, based on survey results from our members.

At every Senior Drive-Thru Resource Fair we offer the following:

- **Information and resources** – A select and limited number of tables are hosted by local community service agencies are stocked with resources seniors are able to take home at no cost.
- **Support services** – We choose the participating agencies carefully to ensure a thoughtful balance of resources. No duplication or redundancy. Attendees are able to ask questions, get contact information from providers, and sign up for needed services.
- **Free PPE and COVID-19 Resources** – SASCC's relationships include Public Health, private medical providers and local foundations and service organizations. Each attendee receives masks, gloves, and hand sanitizer. They are also provided with information on vaccination sites and up-to-date information and guidelines from County Public Health.
- **Free nutritious meal** – Many of the seniors who attend our events are suffering from food insecurity and malnutrition. We offer a free meal to attendees while supplies last, and for those who need continued support we refer them to the Los Gatos Senior Nutrition Program.

We recommend hosting these events at least quarterly. SASCC has already developed a relationship with the Methodist Church of Los Gatos for hosting, but with support from the Town we would be able to find other locations closer to isolated seniors. We project the Drive-Thru Fairs to continue for another year, as many seniors are still apprehensive about reentering society. We would reassess the need and demand for these events over the next 12 months. Sustainability post-ARPA can be achieved through a mixture of Community Event grants, local sponsorships, and fundraising activities.

**Financial Commitment: \$10,000**



*On behalf of the Board of Directors of KCAT TV15, the Los Gatos-based nonprofit community access television station, I am pleased to present the following proposal for consideration of American Rescue Plan Act funding by the Community Health and Senior Service Commission (CHSSC) on a new, impactful and, once established, sustainable TV and radio production program for the betterment of our senior "55 plus" community.*

### **"THE PRODUCERS" PROGRAM OVERVIEW**

KCAT is excited to build a community of age 55+ volunteers who are post-career, into retirement and beyond with an interest in running our growing local public access TV and, new this year, internet radio station. We are calling this program THE PRODUCERS. With this program, KCAT will empower our community's valued seniors to share their voice and perspective on issues, challenges and joys of our community, via TV, film and radio broadcast production.

Having watched and learned about the successes of senior-produced programming from colleagues at other public stations around the Bay Area, the KCAT board and I have wanted to offer this to the Los Gatos community for years. KCAT staff has deep expertise in teaching and training community members how to produce, film, edit and broadcast video, TV shows and now radio. With support from this short-term Town-affiliated ARPA funding, KCAT will be able to launch a sustainable program for senior producers, cinematographers, editors and on-air talent!

THE PRODUCERS will bring a wealth of value and skills to KCAT and our community in a fun, exciting and innovative way for them and for us. The positives are abundant: a proven business model with an immediate program implementation; inclusive and creative environment; ongoing results and measurements; camaraderie; and a "plug and play" TV and radio studio!

### **ABOUT LOS GATOS PUBLIC MEDIA INC. / KCAT TV15**

Los Gatos Public Media Inc. is a 501(c)(3) nonprofit public benefit corporation providing public, educational and community access cable television and internet radio facilities via its KCAT TV station (on Comcast channel 15) and digital media center. Located on the Los Gatos High School campus, KCAT offers the community an interactive platform for collaboration, connection and engagement. We enable everyone to share stories, amplify messages and raise visibility through TV, streaming, on-demand videos, social media channels and internet radio. In addition to teaching year-round multimedia classes for youth, our in-house staff provides professional screenwriting, filming, podcasting, editing and video production services for individuals, organizations and businesses; recording, broadcasting, and streaming of local government meetings; and public access to media tools, equipment, training, and low-cost studio facilities. Celebrating 38 years of service, KCAT TV & Radio enables opportunities to create deeper connections by bringing together diverse communities. Our nine-member board of directors sincerely appreciates its viewers, staff and the incredible support of the Town of Los Gatos, City of Monte Sereno, Los Gatos Unified School District, wonderful sponsors and generous foundations and donors.

## **ENDLESS OPPORTUNITIES FOR EVERYONE**

THE PRODUCERS program is intended to be a new, impactful and, once established, sustainable TV and radio production program for the betterment of our senior “55 plus” community. Implementation of THE PRODUCERS will contribute to decreasing senior isolation and increasing senior engagement and programming, noted issues of concern to CHSSC.

Conveniently located on the Los Gatos High School campus, the KCAT TV studio, Control Room and Podcast/Radio studio provides an additional venue and workspace for Los Gatos seniors to gather while sharing their talents and learning new skills; creating; socializing; and enjoying accomplishments with friends and neighbors.

We know that television remains a beloved platform to all for news and entertainment, particularly in our current digital media environment. In that spirit and as a local public access station, KCAT is seeking volunteer adults aged 55+ (individuals and teams) to learn about and then focus on the entire TV and radio on-location and in-studio production process, from talent searching, technical operations, directing and scheduling to developing original content, scriptwriting, set design, curating shows, running news and sports, and organizing a solid business model consisting of advertising and revenue streams.

We’ve seen this model work at other Bay Area public access TV stations and believe that by empowering our seniors, we’ll create a dynamic new program for our community!

## **INCLUSIVITY: SIMPLY BRING YOUR LIFE EXPERIENCE**

THE PRODUCERS program will include seniors of any age, active/non-active, skill set, time limitation or desired role. The beauty of KCAT’s model is everyone is free to incorporate their everyday interests, skills and talents in a fun and meaningful way while meeting new people and creating community. Every PRODUCER will be a valued participant, have clear expectations and the resources to be successful in a collaborative, fun, creative and fulfilling environment.

KCAT envisions a stream of individuals and groups of seniors coming in-studio to develop and produce entire seasons of shows on an on-going, “rolling” basis, with one group following and coordinating with the other as they navigate the production process together.

Examples of identifiable personality traits that can be transformed into exciting roles at the TV & Radio station:

- Love to write...letters, notes, anything? We can offer feature story writing and advertising copywriting, scriptwriting, cue cards
- Have the gift of gab? Be an actor, floor director, podcast host, news anchor
- Good with numbers? We have budgeting opportunities, TV scene schedules, equipment orders, viewership ratings and metrics
- Organizing a passion? Organize our production schedule, develop workflows, keep equipment in order

- Engineering/technical your thing? Then a TV station is a paradise for you!
- Strategic thinker? Brainstorm and develop plans for ad campaigns to market the new shows
- Love marketing and revenue? Bring your business acumen to drive sales and sponsorship opps

As a community access TV station, we are always looking for local content. Here are some ideas that THE PRODUCERS could embrace when brainstorming to create a TV show with an entire season of episodes:

- Cooking, Favorite Local Restaurants, Farm to Table,
- Painting, Crafts, Art History, Intro to Art and Wine, Antiques
- Gardening, Planting an Herb Garden, Bird Watching
- Road Tripping in the USA, Best Local Trails, Health & Wellness
- Local News, In-depth Stories and Interviews, Trivia, documentaries

THE PRODUCERS will have complete freedom to bring their ideas to life and create shows of interest to them and the community. Here is an example of how large groups with a variety of talents can produce a show:

Let's say someone identifies as having "the gift of gab" from the list above. That same individual also loves to bake and has a friend who bakes as well. They would have a great time as hosts of a new cooking show! KCAT would then assist in finding other individuals to produce, direct, write scripts, film, edit and market an endless amount of episodes. As a team, everyone involved shares in the pride of creating "The Baking Show" and seeing their names in the credits as their production comes to life through the magic of television! What could be a more exciting reason to celebrate our volunteers!

## **SUSTAINABILITY AND REACH**

With the support from ARPA seed funding, KCAT will take its training expertise to local seniors. THE PRODUCERS will be certified as qualified to use KCAT's equipment, in studio or on location. Importantly, after training and with experience, THE PRODUCERS will have the skills necessary to continue to produce their own shows for broadcast and internet distribution in the years to come. Participants in KCAT's inaugural year of THE PRODUCERS program will be able to pass on their knowledge to incoming seniors.

Our Comcast TV Channel 15 geographical area served includes Los Gatos and Monte Sereno, California; however, because we offer streaming and on-demand programming at [www.kcat.org](http://www.kcat.org), Apple TV or Roku, our geographical area extends to Silicon Valley, the Bay Area and beyond—essentially, we're viewable worldwide through our website. The same can be said for our new KCAT internet radio, which will be available via an internet radio website and through Spotify and other streaming services.

## **CROSS-GENERATIONAL**

KCAT has a substantial presence on the Los Gatos High School campus and works closely with middle, high school and college students throughout the community. We intend to foster and encourage an atmosphere of collaboration and learning experiences shared by seniors and our youth. This is a win-win environment: THE

PRODUCERS will benefit by new digital/social media and mobile approaches familiar to youth, and the youth will be able to leverage the experience and skill set of THE PRODUCERS.

### **BRING BACK LOCAL INITIATIVE**

KCAT will encourage THE PRODUCERS to help fill the local news gap by embracing a “Bring Back Local” initiative. We’ll inspire the kind of locally sourced TV and podcast content that our community desperately misses. THE PRODUCERS volunteers will help spread the word about this unique new senior program by contributing feature stories and news articles to local publications that seniors read. Additionally, our senior volunteers who are trained for on-location filming and interview technique will themselves become valuable resources and ambassadors within our community: They will be able to film community events, LGS Recreation programs, ribbon cuttings and service club projects, for example.

### **THE PRODUCERS ROLL-OUT PLAN & BUDGET**

**The requested short-term funding of \$200,000 will be allocated as follows:**

\$60,000	<b>THE PRODUCERS Program Engagement &amp; Marketing Manager</b> <ul style="list-style-type: none"><li>• Develop an ongoing and adaptive plan to recruit seniors 55+; implement an ongoing marketing strategy that results in measurement, such as number of volunteers recruited and active; identify, develop and match people’s skills and interests to roles, create and manage database, implement programs, such as friends bring friends, etc.</li></ul>
\$20,000	<b>Program Volunteer Coordinator</b> <ul style="list-style-type: none"><li>• Supports the manager: admin, scheduling, follow-up, meetings, coordinating events</li></ul>
\$40,000	<b>Tech Support &amp; Training</b> <ul style="list-style-type: none"><li>• Ongoing classes/training by KCAT staff and outside resources for seniors to learn the TV station, become proficient in using equipment and develop skills and interests</li></ul>
\$30,000	<b>Marketing and engagement</b> <ul style="list-style-type: none"><li>• Create an exciting video outlining THE PRODUCERS program and distribute it to all senior living facilities, active adult groups, Nextdoor, TV before Council meetings, etc.</li><li>• Continual distribution of print ads and articles (The Outlook), TV, and Radio ads, flyers, social media platforms; social activities, volunteer recognition events</li></ul>
\$10,000	<b>Content curation and programming</b> <ul style="list-style-type: none"><li>• In addition to producing new content, curating content for KCAT TV is another exciting project for seniors, for example researching and purchasing documentaries, student films or other shows from around the Bay that would draw community interest on TV</li></ul>
\$40,000	<b>Program-specific equipment</b> <ul style="list-style-type: none"><li>• Purchase program-related and user-friendly equipment beyond the full KCAT inventory</li><li>• In support of programs, software and license subscriptions will be purchased that are necessary to produce a show, for example: editing, graphic templates, music, etc.</li></ul>

KCAT management will oversee THE PRODUCERS program budget. KCAT adheres to strict accounting of employee hours and will be happy to provide programmatic expenses or performance reports as agreed upon.

## **IMPLEMENTATION PLAN**

### **PHASE ONE: RECRUITING VOLUNTEERS**

- Host an event with Town Council members, all Los Gatos Commissioners, community members to create “buzz,” raise awareness of the program, and kickstart outreach to our senior community for the THE PRODUCERS. An exciting recruitment video will be shown as well as distributed on key platforms
- Event will feature a tour of KCAT TV & Radio facilities, presentation of THE PRODUCERS program and a demonstration of equipment available to seniors 55+.
- Initial marketing campaign to promote THE PRODUCERS: distribute flyers, posters, TV and radio ads; post on Nextdoor, social media; connect with community partners, nonprofit groups; word of mouth; contribute feature stories and news articles to local senior print publications such as The Outlook.

### **PHASE TWO: MATCH GAME**

- Onboarding, matching and prioritizing participant skills with roles, introducing creative process to produce shows and create content.
- Volunteers will begin classes taught by KCAT staff to learn studio and on-location equipment operation, scriptwriting, acting techniques, editing, etc.
- Timelines will be created for THE PRODUCERS team to begin the journey of producing their shows

### **PHASE THREE: LIGHTS, CAMERA, ACTION!**

- We will have a Watch Party and Celebration event for THE PRODUCERS show!
- Spread the word and let family, friends and the community know when and how to watch new shows on KCAT TV by THE PRODUCERS

## **DATA / TRACKING / MEASUREMENT**

THE PRODUCERS program is intended to be a new, impactful and, once established, sustainable TV and radio production program for the betterment of our senior “55 plus” community. Our long-term goal is having individuals and groups of seniors become KCAT TV and radio producers, developing and directing entire seasons of shows on an on-going, “rolling” basis.

During this inaugural year, THE PRODUCERS program’s effectiveness will be evaluated in the following ways:

- Satisfaction of the senior participants: 100% of the seniors participating in the THE PRODUCERS will say that they have gained valuable skills and experiences
- Participants will enjoy the program which will encourage them to bring others to join the fun.
- Number of active THE PRODUCERS groups: Our goal isn’t so much the quantity of shows but having multiple groups of seniors getting together to learn and implement the TV, podcast or radio entire production process: brainstorming, scriptwriting/storyboarding, producing, directing, filming, acting, tech, editing, marketing, and sponsorship/business planning. KCAT intends to create 5-10 such groups, approx. 30-50 active participants, during the inaugural year.

- KCAT will measure audience viewership, listenership and engagement through analytics, ratings providers, surveys, targeted advertising, and online and social media strategies to drive viewers, and possibly subscription services.
- Percentage of participants that join a post-inaugural year production team: KCAT will strive to have 50% or more of the participants continue on to produce original broadcast content past THE PRODUCERS' inaugural year which will be sustained through show sponsorships, fundraising and grants secured by THE PRODUCERS and KCAT staff.

Thank you for your strong consideration to fund this exciting new program that will benefit our Adult 55+ community in so many ways.

If you have further questions or thoughts, please feel free to reach out to me anytime.

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