

August 15, 2024

To: CHSSC Commissioners
Fr: Eleanor Yick & Jeff Blum
Re: Annual Report: questions, feedback, suggestion

The Town Council expressed their appreciation and noted that the Annual Report was comprehensive and excellent! Acknowledgement was given to the hard work of all the Commissioners, as well as the Asst. Town Manager Katie Nomura, Staff Liaison Ryan Baker and Service Providers in compiling the report.

Listed below are some anecdotal comments, suggestions, and/or questions about each goal area:

•Goal 1: Welcoming and Inviting Facility

- All the work the LGTF has undertaken thus far was applauded.
- The Council expressed appreciation for the synergy and collaboration between CHSSC and the LGTF.
- Town Council requested CHSSC to suggest any additional repairs/upgrades that could still be made to the Interim Community Center with the remaining budget dollars.
- Town Council discussed whether or not the “new intergenerational community center” should be identified as a Town Project. This would be a big undertaking where roles and responsibilities would need to be developed. Plus, staff would need to be working directly on this project. Typically, if this were to occur, it would be when Strategic Priorities are being developed each year. There was agreement that this was not needed at this time.

•Goal 2: Core Senior Services

•Service Providers: there was discussion about the request made by Service Providers for free use of a room in the interim Community Center to provide more access for seniors. When the Town issued an RFI proposal, only 2 Service Providers responded. But, the CHSSC had received this input from more groups so it feels this is still a worthwhile request but the fees suggested by the Town could be a barrier for some. The Navigator Program in the library is seen as a model for this kind of program.

•Senior Services: Regarding the need for more awareness in the community of Senior Services, the CHSSC realizes that we need to develop a greater presence in the community not only via increased use of social media to promote programs but for programs to be more advertised in print and local newsletters, i.e. the Town’s Newsletter.

•Goal 3: Communication and Engagement

•HUB: The development of the HUB and its on-going updates has proven to be a very effective way to communicate and engage not only with seniors but also other age groups. The HUB receives an average of 350 clicks per month. CHSSC is interested in increasing awareness of the HUB as evidenced by increasing numbers of clicks.

•The Print: The publication of the monthly LGSRec’ 55+ program’s, *The Print*, effectively promotes senior engagement and awareness.

•The Outlook: delivered to all senior households in LG each month provides more awareness of senior programming and services.

ATTACHMENT 1

*The Los Gatan and the LG Weekly: articles are published in these two newspapers frequently advertising senior services. One Commissioner publishes an almost weekly article in The Los Gatan.

•HUB: The CHSSC will be working to increase awareness of the HUB by additional advertising on social media sites, producing some hard copy flyers, etc.

•HUB – suggestions have been made of additional links on the HUB, which the CHSSC will work with LGS Rec 55+ program, to implement.

•**Goal 4: Volunteer Support and Engagement**

•Volunteer: maybe change approach – have local, non member Service Providers provide info on volunteer needs (perhaps another mini Resource Fair.)

•Volunteer: Maybe low tech solution – produce a binder of the HUB and place them strategically throughout the community for easy access.

•Volunteer - Another approach – link to a general page for people going thru transitions and label various volunteer opportunities such as: looking for social interaction, contribute to my local community, help the less fortunate, promote literature, art, etc., preserve the town, put on an event, clean up the community.

•CHSSC recommendation: full time Senior Services Coordinator is needed to make this goal fully achievable.

•**Goal 5: Enhanced Transportation Options**

•Taste & Ride Outcomes – this program was highly praised and appreciated. It was suggested that the main outcomes for each Ride and Taste participant should be that each person learns how to read a bus schedule, learns where the bus stops are located, gets a self-paid or free clipper card, and uses public transit in the future.

•Ride and Taste Funding was clarified. This first year, Complete Streets and Transportation Commission funded the first ride and then Sassy funded the rest of the year. CHSSC was interested in supporting it via our budget but the new Town policy does not allow for donations to another entity.

•The use of Commission budgets was discussed. The new policy was just developed and the issue of donations can be re-examined to possibly include such donations because that was not the expected intent or outcome of the new policy. It was noted that LGTF has applied for a Town grant to ensure funding for this program.

•Senior Signage: - clarification was requested regarding the need for more senior signage. An example given was needed signage to the many walking trails in Los Gatos. Most people do not know about them. A link could also be developed on the HUB re: these trails and/or more info could be included on signage to the parks. Perhaps, the Taste and Ride could point out trails or maybe even drop off for a short walk on one of the trails.

•Highway 17 Interchange: Town inquired if most people are aware of the extensive redevelopment of the H'way 17 interchange with Sar-Sunnyvale Road that is in the works. It is a long term project which most people do not seem to be aware of. It needs to be advertised and highlighted more. It will definitely improve safety at that interchange/intersections.

•**Goal 6: Senior Housing Options and Information**

•Housing Report – it was decided that work on this Goal Area be delayed until the Town’s Housing Element was approved. Since that has occurred, the editing/updating of the Town Housing Report (which one can access from the HUB) will begin. The Town also requested that in addition to the basic editing/updating, that the needs of the Senior Community in terms of what kinds of housing they feel is needed or desired be addressed. If any gaps in the kinds of housing are found, they should be noted as well as responding to : Do we need to build more affordable or some other kinds of housing?

•**Goal 7: Integrated Governance, Funding, and Accountability**

•The CHSSC Goal 7 Task Force has taken first steps in developing a matrix of accountability. Some Service Providers have pushed back on reporting details needed to assess effectiveness and accountability because **they report to their primary organization and/or the Town Council.**

•Funding and Sustainability: Three of our local Service Providers all expressed concerns about their funding and its impact on program sustainability. A question was raised about the One Million Dollar Grant LGS Rec55+ program was awarded and its impact on this issue. The CHSSC was surprised to learn that not all of that money will go towards the 55+ program; rather it will be used more broadly to support older services throughout the community. When asked if the CHSSC could, in our role of assessing program accountability, determine how much is being used specifically to support the LGS Rec 55+Program, it was explained that the CHSSC does not have access to that level of budgetary detail.

•**Suggestions, Requests, Recommendation:**

•Youth Commissioner: has been an on going problem for the CHSSC. Clarity is needed re: expectations of attendance and participation. Ironically, when a recent group of Youth Commissioners was polled – most expressed interest in CHSSC. Ideas: identify project(s) for the Youth Commissioner to do, such as: liaison with school PTA, social media advertising, etc.

•CHSSC recommended that a full time Senior Services Coordinator be funded in order to bring the implementation of the Roadmap to the next level. There was an extensive discussion about this recommendation in the agenda item labeled re: Provide Direction on Senior Services Coordinator Options. The final recommendation was to send this item back to the CHSSC to get their input/recommendation working together with the LGSRec’s 55+ Program. This item will be agendaized on the CHSSC meeting on Aug. 22, 2024.

