



On behalf of LGS Recreation, we appreciate the opportunity to share our agency efforts and intentions for the future. Our goal continues to be rooted in the service of our aging community and provision of programs to enrich and improve quality of life. Our current business model was never meant to be profitable, nor can it be sustained under the current situation. We rely solely on the revenue of our adult programs to fund our 55 Plus services. We do not have the luxury of Town or City's general fund to support our programs and operations. One of the first and immediate relief is releasing and permanently waiving our fees for both the adult and youth recreation centers.

Attached is a revised high-level slide deck presentation of the LGS Recreation 55 Plus program that has been previously shared. Please note the refined price model on slides 3-6 as this model both short-term and long-term goals with the provision of operational, facility, or other support. If there are additional areas of need, we are more than willing to explore those as well.

Since the March 23 presentation, a lot has changed, and we've noticed a few errors and discrepancies on the CHSSC meeting notes for May 25, 2021 that we would like to be revised and amended. On page 33, one of the bullet points states that we have low senior engagement/programming relative to other Santa Clara cities. From March 15, 2020 – May 2021, we had over 93 online and in-person classes with 425 participants with an average age of 61. The business model shown on page 34 states that we do not have fee-based programs. This is not true. All 93 of our adult classes are fee-based classes. Also, to clarify that email and Robly is our only form of communication due to the pandemic. Prior to that, we've sent out a monthly printed newsletter, and our agency publishes 3 brochures a year reaching over 110K community members. On page 36, George Rossman incorrectly stated that Los Gatos 55+ is practically invisible to its potential service base under marketing. LGS Recreation has a very strong and active social media present. If you go to our Facebook page, you can see there's a post every day about all our programs and offerings. Within the last 30 days (Mid-April and Mid-May), we've reached over 24K people and had over 2K post engagements. During that same time frame, we've posted over 115 videos primarily physical fitness and health activities directed at our 55 Plus community.

I remain a consistent advocate for community and financial support of the 55 Plus Program and was a grant recipient from the Town of Los Gatos and El Camino Hospital before the pandemic hit. Grant support and subsidization is essential for the quality, quantity, and success of senior service programs. As an Agency, we have continued to provide quality programs and services to thousands of community members with limited resources, funding, and facility constrictions. With the Town support for space utilization, we may be able to increase the reach of our mental and behavioral support as well as wellness checks. We are deeply committed to what we do and will continue to work to serve our community in the most impactful ways possible.

All of us now realize more than ever the importance of living a healthy lifestyle that includes social and emotional balance. It all starts with leveraging your resources and opportunities to build communities. One cannot do this alone and financial resources and many helping hands are a necessity. As the expression goes "many hands make light work". We now have an opportunity to share in a collaborative vision and collectively move services and our community forward.

Sincerely,  
Trinh D. Nguyen, M.A. NASM-CPT  
Adult and 55 Plus LGS Recreation Coordinator



# LGS Recreation: 55 Plus Program

*Serving the community since 1956*



LGS | RECREATION



# 55 Plus Program: Our Reach

Senior services are inclusive with something for everyone.  
Not all senior services require a 55 Plus membership.

- Agency publishes 3 brochures a year – over 110K distributed
- Senior Center newsletter/membership – expanded to a weekly email letter to over 300 members and partners since the pandemic
- Adult programs – We have over 100 independent instructors teaching over 1200 classes annually and more than 3500 participants over the age of 50, not including expansive Aquatics, Vasona Boating, Special Events and 55 Plus programs. Program are offered both virtually and in-person.
- Agency financial model is fee-based programs; no subsidy received. Profitable programs offset free programs and services provided.



# Initial Vision:

With additional support and resources, LGS Recreation will expand upon current offerings and services, diversify programs with current facilitators, strengthen foundations of collaboration, and provide specialized care.

## \$100K Town Support –

- Restore Coordinator FTE to ensure support/resources for 55 Plus services.
- Funding for Lynnette Vega (or equivalent) facilitated programs to increase level of engagement.

## \$200K Town Support -

- Increase FTE of supporting administrative staff, min. 1.0 for a single staff or .5 for two staff. Two or more full time are ideal.
- Expand support services to multiple meetings per week and diversify offerings
- Offer Wednesday Game Day multiple days a week and expand into Bingo
- Return Social Luncheon program – a social and support group that ceased in 2019 due to funding restrictions.
- Return services to mountain community, ceased in 2019 due to funding restrictions.

## \$300K Town Support-

- Reestablish recruitment and management of volunteers.
- Town of Los Gatos employee(s) - Assign part-time Recreation Coordinator equivalent to support senior services efforts and serve as a liaison.



# Initial Vision

## \$400K Town Support –

- Deepen our relationship with local colleges to offer more services/classes
- Dedicated medical professional (pharmacist or a nurse to administered wellness checks and the seasonal flu shots).

## \$500K Town Support –

- Collaborate with travel agencies and local vendors to offer travel shows both national and international.
- A dedicated liaison for various social services and case management.
- Expand upon food service and delivery with Live Oak Nutrition.
  - With additional LGS staff support and/or facility access, the program and partnership could expand to serve more meals and more seniors each week.
- Expand frequency and quality of special events and workshops such as social dances and concerts.
- Expand upon specialized programs by working more extensively with local hospitals to bring clinic-to-community rehabilitation based-programs/services.
  - Strengthen MS aquatic program currently in development.
  - Develop programs for those with Alzheimers/Dementia. Special certifications required.



# Long Term Vision

Our intention is to become a state-of-the-art Senior Center where older adults are compelled to attend daily activities, special events, presentations, receive health and wellness services and advice, connect individuals to healthcare and community services, and more. With additional operational and facility support and resources, we aim to launch:

## \$600K Town Support –

- Subsidize 55 Plus program and Senior Services staff to more fully support and expand existing operations.
- Develop intergenerational programs.

## \$700K Town Support-

- Addition of 2 Recreation Leader Equivalent staff to fully support specific program areas as assigned.
- Duties may include Adult Trips, Marketing and Outreach, Event Planning, volunteer recruitment and management.

## \$800K Town Support -

- A majority of Senior Centers employ a team of staff of 5 employees or more. Operational support will ensure free and low-cost program expansion.

## \$900K Town Support –

- A dedicated computer lab with technology classes.

## \$1M+ Town Support –

- A dedicated fitness center with fitness professionals.
  - Can prescribe evidence-based exercise routines for preventative and rehabilitative care.
  - A cornerstone of a robust Senior Center in most cities.



# New Building/Renovation

Our intention is to become a state-of-the-art Senior Center where older adults are compelled to attend daily activities, special events, presentations, receive health and wellness services and advice, connect individuals to healthcare and community services, and more. With additional operational and facility support and resources, we aim to launch:

## **NEW Building**

- A Tri-level building with underground parking. Extend the building out to the current parking area to double the size of the current building.
  - First floor – a dedicated fitness center with showers/locker rooms. A few large rooms dedicated for meeting spaces and fitness classes.
  - Second floor – A few dedicated rooms for adult enrichment classes, activities and events.
  - Third floor – Dedicated admin staff offices and meeting spaces.
- A dedicated computer lab with technology classes.

## **Renovation**

- New sprung hardwood flooring for the entire building.
- New lights for the the entire building.
- Upgrade IT connection for the entire building.
- A room divider for configurable space.





# Looking forward:

- Program goals directly align with the Commission goals. Staff have been involved in development and suggestion of programs to include:
  - Outreach to local hospitals and health care providers to become more aware of public health issues.
  - Advance goals of the Los Gatos Age Friendly Initiative, by focusing on social bridging for isolated seniors, expanding efforts to provide digital inclusivity, and expanding intergenerational opportunities.
  - Continue to join and develop coalitions of mutual benefit. Continue to work with professional organizations and community partners including other senior centers and as part of the Older Adults Recreation Services (OARS).
  - Continue to participate in annual community grant process/assessments and strive to align with Commission and grant awardee goals.
- If given the authority and opportunity, LGS Recreation will coordinate efforts of ALL community partners serving the aging community.
  - Recommendation to create a strategy and inventory of local services, identify gaps, and move forward collectively to meet expanding needs within the community.
  - Engage with community partners to collectively market and spread the news of the incredible work we are all doing.

# Questions / Comments

