



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 06/15/2021

ITEM NO: 20

DATE: June 9, 2021
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Receive the Community Health and Senior Services (CHSSC) Report on Senior Service Provision and Assessment Recommendations

RECOMMENDATION:

Receive the Community Health and Senior Services (CHSSC) Report on Senior Service Provision and Assessment Recommendations.

BACKGROUND:

In 2001 the Town launched a pilot senior services program with a dedicated Senior Center within the Neighborhood Center, a Senior Coordinator staff position, and funding for case management services. The Senior Center program remained as a part of the Community Services Department until 2009. In 2009, partially in response to budgetary constraints due to the recession, the Town partnered with Los Gatos-Saratoga Community Education and Recreation (LGS Rec) for the provision of senior services (Attachment 1). The partnership became fully operational in FY 2010/11, resulting in increased revenue and decreased staffing and operating costs.

As part of lease agreement (Attachment 2) with LGS Rec, the Town required that LGS Rec maintain and expand senior services at the Neighborhood Center. The lease stipulates that LGS Rec provision services/programs to include services/programs similar in scope to the following:

- Wednesday afternoon movies (once per month)
- Wednesday games program (weekly)
- Senior center dances (once per quarter)
- Bus trips (once per quarter)
- Senior Thanksgiving dinner (one per year)

PREPARED BY: Arn Andrews
Assistant Town Manager

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

BACKGROUND (continued):

- Senior picnic (one per year)
- Senior show (one per year)
- Senior Center newsletter (bi- monthly)
- Information and referral to other agencies (ongoing)
- Recreation classes will be expanded significantly as demand warrants. Examples include: language, arts and crafts, computer, and other special interest classes.

In addition to the arrangement with LGS Rec, the Town has traditionally funded other senior service provision through the annual community grant program. Of note, the Town provides grants for senior nutrition, senior day care services, and rent assistance.

On March 2, 2021, the Town Council held a joint session with the Community Health and Senior Service Commission (CHSSC) to hear the Commission's goals for the coming year. The Council indicated its strong interest in the work of the Commission in light of the inclusion of senior services as a new Council Strategic Priority for FY 2021-2023.

Councilmembers requested that the Commission review the current senior service provision in Town and help identify any gaps that exist in senior services. Councilmembers and Commissioners identified the following areas of service provision interest/concern for Commission review.

Communication and Information:

- Better identification/communication with seniors using media that seniors use (e.g., print)
- Increased centralized coordination among service providers (local, regional)

Housing:

- Move down housing options for seniors

Community Support and Health Services:

- Increased senior isolation due to COVID
- Need for a plan to assist seniors with the vaccination process

Social Participation:

- Low senior engagement/programming relative to other Santa Clara County cities
- Development of a state-of-the-art activity/community center

Civic Participation and Employment:

- Increase/leverage senior volunteer engagement in Town
- Dedicated staffing resources to supplement volunteers

BACKGROUND (continued):

Senior Plan Development:

- Develop roadmap for implementation of senior services as a strategic priority
- Consideration of service provision business models in other communities

At the conclusion of the meeting, Mayor Sayoc appointed Vice Mayor Rennie to be a Council Liaison to the Commission and requested that the Commission report back to the Town Council on June 15, 2021.

DISCUSSION:

Since that time the Commission accelerated their meeting schedule to accommodate the Mayor’s request to report back at the June 15, 2021, Town Council meeting. The Commission’s work has focused on meeting with service providers to address the issues raised by the Town Council and Commission, understand existing service provision, review alternative business models, identify service gaps, and discuss potential recommendations to fill any gaps.

To date the Commission received presentations from the following service providers:

March 23, 2021 – Los Gatos Saratoga Recreation 55+, Live Oak Senior Nutrition

April 13, 2021 – West Valley Community Services, Saratoga Area Senior Coordinating Council

April 27, 2021 – Santa Clara County Department of Aging and Adult Services, Los Gatos Library

May 11, 2021 – City of Cupertino Senior Center

The table below summarizes the multitude of services provided by Commission presenters and other regional providers:

Service Provider	Food Assistance	Rent/Fin Assistance	Socialization And Events	Recreation and Education	Case Mgt	Other Assistance (tax, legal)
LGS Rec 55+	Yes	No	Yes	Yes	Yes	Yes
Live Oak Senior Nutrition	Yes	No	Yes	No	No	No
West Valley	Yes	Yes	No	No	Yes	Yes
Saratoga Area Senior Coordinating Council (SASCC)	Yes	Yes (directory)	Yes	Yes	Yes	Yes

Santa Clara County Dept Aging	Yes	Yes (directory)	No	No	Yes	Yes
Los Gatos Library	No	No	Yes	Yes	No	No
Cupertino Senior Center	Yes (during Covid)	Yes (directory)	Yes	Yes	Yes	Yes
Live Oak Adult Day Care	Yes	No	Yes	No	Yes	No
Sourcewise	Yes	Yes (directory)	No	No	Yes	Yes
Bay Area Older Adults	No	No	Yes	Yes	No	No

As the table illustrates, the Los Gatos senior community has access to a considerable regional ecosystem of senior and intergenerational service provision. In addition to reviewing existing services, the Commission researched the business models of other service providers as illustrated in the table below:

Business Model	LGS Rec 55+	SASCC	Campbell 50+	Los Altos 50+	Cupertino 50+
Membership	83 (5,418 since 2016)	2,000	1,100	1,500	1,500 (2,400 pre pandemic)
Membership Fee	\$25	\$25	\$25	\$30	\$23 - \$28 (Resident/Non)
Facility	Leased (Town subsidy)	City Owned/Funded	City Owned	City Owned	City Owned
Budget	\$100k	\$1.2M	\$771k FY21 \$503k FY22	\$393k	\$2.5M (includes \$350k discontinued case mgt program)
Funding	Subsidies from For Profit Arm	Grants, Fees, Subsidies, Donations	General Fund (GF) & Fees	GF & Fees	GF & Fees
Staffing	0.5 FTE (1 Consultant)	5 FTE	2.29 FTE (3 FTE reduction FY22)	1.0 FTE, 3 PT	6.0 FTE, 15 PT
Publication	Yes/Email (weekly)	Yes/Print & Email (monthly)	Yes/Print & Email (quarterly)	Yes/Print & Email (bi-monthly)	Yes/Mail & Email (bi-monthly)

Transportation	RYDE Eligible	Yes/RYDE Program	RYDE Eligible	Yes/On The Move Program	RYDE Eligible
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DISCUSSION (continued):

On May 25, 2021 and June 8, 2021, the CHSSC reviewed the information received from service providers, discussed elements of the data presented, received feedback from Council Liaison Rennie, heard public testimony, and initiated discussions of potential senior service provision recommendations for Town Council consideration. The Commission acknowledged that certain recommendations could have budgetary constraints and may require separate short and long-term proposals. Of note, the Commission and Council liaison recognized the significant difference in dedicated funding toward senior services relative to peer organizations and agencies. It should also be noted that while the Commission had general consensus regarding the identified issues, Commissioners had a spectrum of proposals to ameliorate the issues identified. The following table illustrates the areas identified by the Commission for Council consideration.

	Issue(s)	Short Term Proposal(s)	Long Term Proposal(s)
Communication/ Marketing	No dedicated budget or centralized senior communication in relevant mediums	<ul style="list-style-type: none"> • Fund/Leverage distribution of SASCC “Outlook” publication • Develop and fund a unique Los Gatos senior publication • Leverage Caring About Resident Elders (C.A.R.E.) program • Increase market awareness through a variety of marketing experimentation • Leverage Youth Commission social media skills 	<ul style="list-style-type: none"> • Develop longer range marketing plan for available senior services based on acceptance of marketing experimentation

<p>Facility</p>	<p>Existing facility currently supports limited dedicated senior activity and is not competitive with neighboring jurisdictions facilities</p>	<ul style="list-style-type: none"> • Perform cosmetic and functional updates (interior/exterior) to existing facility • Explore partnering with newer existing facilities in Town to volunteer space 	<ul style="list-style-type: none"> • Construction of new facility or complete renovation of existing facility • Establish 501c3 Senior Council (or other exploratory body) to initiate fundraising and awareness for a new senior center
<p>Service Coordination and Centralization</p>	<p>Currently no centralized oversight for coordinating existing services</p>	<ul style="list-style-type: none"> • Provide additional funding to LGS Rec toward senior service staffing • Provide funding to a new service provider • Create position(s) within the Town • Assess the strengths and weaknesses of current LGS Rec business model relative to others • Determine preferred senior service provision business model 	<ul style="list-style-type: none"> • Provide funding to whatever service provider solution is pursued
<p>Service Expansion</p>	<p>Due to Covid related budget impacts LGS Rec currently has 0.5 FTE dedicated to senior services</p>	<ul style="list-style-type: none"> • Provide additional funding to LGS Rec toward senior service staffing • Provide funding to a new service provider • Create program and position(s) within the Town 	<ul style="list-style-type: none"> • Provide funding to whatever service provider solution is pursued

Volunteer Opportunities	No centralized platform for senior volunteer opportunities	<ul style="list-style-type: none">• Leverage CHSSC to identify and promote volunteer opportunities• Leverage Community Based Organizations, schools, and Youth Commission	<ul style="list-style-type: none">• Encourage LGS Rec or other service provider to recruit volunteers from their membership
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CONCLUSION:

Council should review the CHSSC recommendations and provide any guidance to staff on areas for proposed implementation. Based on the areas identified for implementation staff will return to Council with a detailed implementation plan.

COORDINATION:

This staff report was coordinated with the Town Manager, Town Attorney, and Community Health and Senior Service Commission.

FISCAL IMPACT:

None at this time; however, Council's direction may have fiscal impacts.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachments:

1. 2009 Staff Report
2. LGS Rec Lease Agreement
3. Public Comment Received by 11:00 a.m. June 10, 2021