



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Julie Edmonds-Mares

**SUBJECT: RE-OPENING THE  
OFFICE ON AGING**

**DATE:** May 22, 2014

Approved

Date

5/22/14

The purpose of this Manager's Budget Addendum is to respond to Vice-Mayor Madison Nguyen's request at the Rules Committee Meeting, Item G.5, on November 20, 2013 to explore the option of re-opening the Office on Aging.

## **BACKGROUND**

The Department of Parks, Recreation and Neighborhood Services (PRNS), through its former Office on Aging (OOA), provided well-rounded and diverse senior services. These services included direct case management (that responded to, for example, circumstances of elder abuse) offered directly at senior centers and in partnership with the County of Santa Clara, a Retired Senior Volunteer Program, senior nutrition offered in the senior centers, Senior Commission staffing and management, Senior Games and special events (activities to promote lifelong health and physical fitness), partnership development and strategic planning for all senior services.

Beginning in 2010-2011, Office on Aging programs began to be reduced incrementally to address the City's budget shortfalls. Also during this time, community based organizations (CBOs) experienced similar shortfalls and service reductions. In order to mitigate the effects of the elimination of this program, PRNS continued to provide some level of services to seniors in addition to services provided by nonprofit organizations at community centers and through the community center reuse program sites; services include senior nutrition, senior transportation services, socialization opportunities, health and wellness, leisure programs, resource and referrals, and a variety of other support services provided in concert with community partners such as Health Insurance Counseling Assistance Program, Senior Adult Legal Assistance and Senior Advocate Program.

The County of Santa Clara continues to be a partner in delivering services to the senior community. The County's Department of Aging and Adult Services delivers its own set of services that include nutrition, in-home and protective services, as well as general program and policy development for the welfare of seniors and persons with disabilities. As part of the County of Santa Clara's FY 2015 budget process, the County administration has submitted for

review by the Board of Supervisors a recommended Rank List for Measure A Funding (the County's Measure A sales tax increase approved by the voters in November 2012) which includes funding of \$750,000 for senior case management services, and \$750,000 for senior transportation outreach. Additionally, the State of California's California Department of Aging is proposing to add \$400,000 of funding to Sourcewise (formerly the Council on Aging Silicon Valley) for the 2014-2015 fiscal year to restore case management services. These are potential funding sources that can be available to help support the restoration of services to seniors in San José.

### **ANALYSIS**

If the City were to re-open the OOA, PRNS would recommend the following staffing model: 1.0 Community Services Supervisor; 0.75 Recreation Leader; and 3.0 Gerontology Specialist positions. Additionally, \$50,000 for non-personal/equipment funding would be needed to support communications, training, travel, and other associated expenditures. If re-opened, this new complement of Office on Aging staff would work with seniors to ensure awareness of and access to resources provided by other agencies by offering information and referral services. OOA staff would also coordinate city-wide senior services such as health and wellness fairs, and maximize partnerships and grant seeking opportunities. This team would further enhance other senior services currently provided by PRNS by adding to the existing resources that are dedicated to senior programming, such as Senior Nutrition, Senior Transportation and other recreation, wellness and leisure services and programs. The intent is to create a more comprehensive approach to serving the senior community. As part of this process, PRNS staff would need to strengthen relationships with the groups that support the information and referral services.

Summarized in the table below is the staffing model, duties of the classifications, and associated costs.

<b>Office on Aging Administration</b>				
<b>Classification</b>	<b>Duties</b>	<b>FTE</b>	<b>2014-2015 Cost</b>	<b>Ongoing Cost</b>
Community Services Supervisor	Provide management and oversight of OOA, including coordination of all PRNS senior services	1.0	\$95,461	\$105,361
Recreation Leader	Provide customer service and administrative support	0.75	\$29,082	\$32,129
Gerontology Specialist	Provide information and referral services to outside agencies and provide support to other existing PRNS senior programs	3.0	\$195,096	\$217,761
Non-Personal/Equipment	Communications, training, travel and supplies and materials		\$50,000	\$50,000
<b>TOTAL</b>		<b>4.75</b>	<b>\$369,639</b>	<b>\$405,251</b>

PRNS continues to advance the well-being of older adults, resulting in better health and improved wellness, as well as preventing social isolation. Currently, PRNS provides community center based programs and services. The OOA would enable PRNS to extend integrated and coordinated efforts within the network of regional senior services and programs to better meet the needs of seniors and enhance their quality of life.

**COORDINATION**

This memo has been coordinated with the City Manager's Budget Office.

/s/  
 JULIE EDMONDS-MARES  
 Director of Parks, Recreation and  
 Neighborhood Services

For questions please contact Suzanne Wolf, Deputy Director, at (408)535-3576.