

South Bay Cities Council of Governments

Services for Seniors Working Group

Thursday, July 22, 2014 Meeting Minutes

In Attendance: Tara Guden, Beach Cities Health District; Amanda Valorosi, City of Carson, Senior Services; Shaunna Donahue, City of El Segundo; Patti Wood, City of El Segundo; Brenda Williams, City of Hawthorne; Diane Brown, City of Hawthorne, Senior Center; Eva Choi, City of Hermosa Beach; Michelle Jordan, City of Inglewood; Jan Boike, City of Manhattan Beach; Toni Rogers, City of Redondo Beach, Community Services; Greg Grammer, City of Rolling Hills Estates; Judy Bayer, City of Rolling Hills Estates; Rob Blee, Palos Verdes Estates, C.A.R.E.S; Sherry May, Palos Verdes Village; Jacki Bacharach, SBCCOG; Steve Lantz, SBCCOG; Grace Farwell, SBCCOG; Joy Miller, SBCCOG Intern; Bea Virobik, Torrance Commission on Aging; Ghislaine Davis, Torrance Commission on Aging; Claire Coignard, Torrance Memorial Center; Carol Kitabayashi, Westchester Playa Village; Ravi Patel, Westchester Playa Village.

1. Welcome and Self Introductions

2. **Carol Kitabayashi**, provided an overview of the Westchester Playa Village (WPV):

- The Westchester Playa Village is a member of the National Village Movement.
- WPV provides assistance to residents 55+ allowing them to remain independent in their own homes for as long as possible.
- Currently provides service in Westchester, Marina Del Rey, Playa Del Rey, Playa Vista, Del Rey, Culver City, Ladera Heights and will be expanding into adjacent areas; Mar Vista, El Segundo, and Venice.
- WPV is a membership based program with annual fees of \$500 (individual), \$750 (household)
- Member services include: Transportation to appointments (medical and personal appointments), help with grocery shopping, yard work, and chores around the house, minor home repair, friendly visits, pet care, computer training, and referrals to pre-screened service providers. Also provides social activities, including informational and educational events.
- Consumer driven marketing is word of mouth
- Currently have 70 village members; 120 volunteers
- Fulfills over 300 service requests per month and delivers 39 programs.
- Volunteer screening and requirements: Volunteers are interviewed in person, undergo a reference check, criminal background and DMV driving record review.
- WPV collaborates with local non-profit groups.
- WPV will be developing a “Hub and Spoke” business model and expand to the South Bay area of Torrance – working with a core group. They are also reaching out to El Segundo.

3. **Sherry May**, American Association of University Women, Palos Verdes Peninsula, discussed establishing a Palos Verdes Village:

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- Three community meetings have been held.
- Approximately 350 local residents have expressed interest in developing the Village concept in Palos Verdes.
- Palos Verdes Peninsula 65+ population is 24% with 18% living alone.
- Local organizations and sponsors are also supportive of this movement.
- Exploratory phase assesses need, whether and where there are gaps in services; and if there is a volunteer base interested in creating the organization.
- Current status: will be forming a steering committee to develop a business plan, communications, identify legal issues, fund raising and other requirements.

4. Grace Farwell, SBCCOG, handed out reports on alternative transportation services:

- Transportation summary and matrix of available transportation offered in each city.
- Other transportation programs within California that can be adopted and replicated in the South Bay cities were identified: ITN Greater LA, Uber, Lift Hero, TRIP (Riverside County), Jewish Family Services LA.
- Suggestion to add distinction between curb to curb and door to door services on the matrix. (Ex. Access service doesn't help to the door, but El Segundo Dial a Ride takes groceries into the house).
- Meeting participants were encouraged to provide any changes, additions and updates on the documents.

5. Tara Guden, Beach Cities Health District, presented an overview of the Errand Volunteer Program:

- The program has been in operation for 15 years.
- Provides door-to-door transportation services to help their clients at no costs. Serves only low income individuals. Clients are connected to a professional social worker and case manager who conduct volunteer assessment needs.
- Currently have 50 volunteers. Each volunteer must undergo a screening process and TB test. Volunteers must commit to a minimum of one-year service.
- Program structure: funded by taxes, clients come via word of mouth or service referrals. They do not advertise or market the services.
- Currently exploring the possibility of purchasing a dispatch administration software that will transform the Errand Program into a "dispatch system."
- Program limitations: difficult to recruit volunteers for the weekday/time needed to drive clients, requirement of a one-year commitment can be challenging to some volunteers, client needs vary weekly (inconsistent) causing some volunteers to feel unfulfilled, one-on-one client/volunteer relationship can cause role/boundary issues.

6. Other Discussions

- South Bay Adult Center is closing, 12-20 seniors will be displaced, and this will affect families and surrounding cities.
- Funding issues: other organizations that cater to seniors are losing funding.

7. Follow-up

- Distribute the Notes on the establishment of a Palos Verdes Peninsula Village

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- Online resource: "Nextdoor," is a free private social network for neighbors in a community to connect. City of Rolling Hills Estates, Greg Grammer will provide more information at the next meeting.
- Identify immediate senior needs and funding.
- Laura Trejo, General Manager, Los Angeles Department on Aging will provide information on potential funding sources at the September 23, 2014 meeting.

8. Next Meeting – Tuesday, September 23 at 9:30am