

South Bay Cities Council of Governments

February 8, 2016

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

SUBJECT: Report on Social Media & Senior Services Working Groups

Adherence to Strategic Plan:

Goal A: Environment, Transportation, and Economic Development. Facilitate, implement and/or educate members and others about environmental, transportation, and economic development programs that benefit the South Bay.

Social Media Working Group

The group met on January 14th with an engaging speaker representing the social media platform Nextdoor. The speaker addressed the platform's growth (present in half of America's neighborhoods) and plans for expansion and product development. Additionally, the speaker was able to answer cities' questions regarding interaction between neighborhood communities and public agency accounts on the platform. Nextdoor also seeks to connect residents with local businesses, facilitating economic development. Currently, they are in the process of expanding internationally and plan to add "communities of interest" as identifiable entities on their platform. Their platform shows promise and relevance concerning our member cities participation, especially regarding outreach to proactive community members.

Senior Services Working Group

January 26 was the first meeting of 2016, chaired by Britt Huff. The guest speakers included Katie Miller, Marketing Manager with uber and Scott Lein, Co-Founder and CEO of grandPad. GrandPad is a simple and safe tablet-based solution and private network that connects the core family with a platform built for seniors. Uber and grandPad have recently partnered as a way of making scheduling rides easier, all at the push of a button.

Most technology is designed for youth and not designed for older adults, and it can be too complex and frustrating. Transportation is a big issue for older adults throughout the South Bay. Dial-a-ride services are very limited; Access Services, for those who qualify, can be very difficult; and having to rely on family and friends for trips to the market, doctors' offices, pharmacy, etc. can be stressful. Seniors are the biggest group of people who cancel or change doctors' appointments, and that is due, in large part, to being dependent on someone else for a ride. Seniors can feel disconnected and be stuck at home with no alternatives. This isolation can lead to depression and reduced life expectancy. Uber and grandPad are in the process of putting together a proposal to work with the SBCCOG and cities in the South Bay to develop a pilot project utilizing grandPads to schedule uber rides.

The SBCCOG cities have been asked to provide the following information:

- What are the current programs in place to serve seniors in your city?
- How much do those programs cost? Eligibility? Fare media, i.e. vouchers? Tickets?
- What is the average time and distance seniors are traveling?
- What are the major pain points to your current programs? (i.e. cost, inconvenience, etc)
- How much are you spending for these programs?
- In what way are the family members of the seniors in your community involved? Do you have direct communication with them or a way to market to them?