

South Bay Cities Council of Governments

Services for Seniors Working Group

Tuesday, September 23, 2014 Meeting Minutes

In Attendance: Patti Wood, City of El Segundo; Kathy Khang, City of Hermosa Beach; Michelle Jordan, City of Inglewood; Thomas Uwal, City of Inglewood; Laura Trejo, City of Los Angeles Dept. of Aging; Greg Grammer, City of Rolling Hills Estates; Cindy Snodgrass, City of Torrance; Bea Virobik, City of Torrance; Ghislaine Davis, City of Torrance; Sean LaGuardia, County of Los Angeles Community and Senior Services; Eric Haack, Access Services LA; Lilly Ortiz, Metro; Jacki Bacharach, SBCCOG; Steve Lantz, SBCCOG; Grace Farwell, SBCCOG, Joy Miller, SBCCOG Gerontology Intern.

1. Welcome and Self Introductions
2. **Jacki Bacharach**, recapped highlights from the last meeting.
3. **Laura Trejo**, General Manager, LA City Department of Aging, provided insights into applying for and acquiring available funding:
 - Areas on Aging are federally designated agencies. The City and County of Los Angeles have taken proactive measures to create a system of care for older adults.
 - The City of Los Angeles has conducted a needs assessment for a 2015 study. 100,000 surveys have been distributed with 16,000 responses received.
 - It is essential for cities to understand their community needs to help shape the planning process of the aging population. This can be accomplished by conducting community assessments. It is also important to look for opportunities and how to develop unique offerings within communities.
 - Tapping into various funding resources and applying for grants will require evidenced based needs assessments, data, and predictability of outcome (intervention research).
 - It is important to find creative ways to research and apply for grant funding. Reach out to philanthropy organizations, foundations, private and public sectors that provide funding for specific types of projects.
 - Partnerships in the community are becoming a trend in grant funding. Develop strong partnerships/affiliations showing a history of working together (“who are your partners,” “what are your projects,” “what is the length of time that you have worked together,”).
 - Work with communities to determine what the needs are - can current models/systems be enhanced or strengthened? Can they be measured?
 - Work with universities and local researchers. Work with local churches that have large congregations and are able to mobilize resources.
 - Additional websites to review: National Council on Aging, The Association for Community Living.
 - There is a need to provide and educate communities on the rebalancing of healthcare: The Affordable Care Act, Health Resources and Services Administration, Continuing Care Initiatives.

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- The Milken Institute began their Mayor's Pledge. This initiative reaches out to mayors across America, soliciting their commitment to improve the lives of older adults in their cities and signing the "Best Cities for Successful Aging Mayor's Pledge." The goal of this pledge is to make better places for aging a priority within cities across America.
 - Websites:
 - Successful Aging Pledge
<http://www.milkeninstitute.org/newsroom/press-releases/view/253>
 - Seniors Count Needs Assessment:
<http://css.lacounty.gov/data/sites/1/documentlibrary/aaa/css-nar-080501.pdf>
 - ACL Evidence based Health Promotion programs
http://www.aoa.gov/AoARoot/AoA_Programs/HPW/Evidence_Based/index.aspx
 - Inventory of programs
<http://www.ncoa.org/improve-health/center-for-healthy-aging/content-library/Title-IIID-Highest-Tier-Evidence-FINAL.pdf>
 - NCOA's Center for Healthy Aging
<http://www.ncoa.org/improve-health/center-for-healthy-aging/>
4. **Sean LaGuardia**, Management Fellow, County of Los Angeles Community and Senior Services, Adult Protective Services, Program and Planning Division, spoke about upcoming funding opportunities:.
- The New Freedom Job Access Program pilot project will link seniors to be more mobility options in their community (door-to-door, door-through-door). Pilot program in each supervisorial district. This will be rolled out in December 2014. Applicants will have 60 days to respond to the RFP.
 - LA City and LA County are conducting joint public hearings, surveys, and assessments.
 - Develop a City Council Citizens Advisory Committee on aging. Use high school students for volunteer community outreach.
 - The last FTA grant (New Freedom Funding) was back in 2010. Pasadena and Inglewood were the two original pilot cities who received funding grants for vehicles (**5307** – FTA Urbanized Area Formula Grant; **5317** – FTA New Freedom Grant). This 3 year pilot program also included the use of two vans.
 - Inglewood has continued to run the Circle of Friends (5317) program. However, driver hours have been reduced from 40 hours to 28 hours a week and rides are not guaranteed. A paid staff takes in rider information and advices riders on available modes of transportation, i.e., Metro, Access, taxi services and provides taxi vouchers. The frailest older adults are able to use the van service for doctor appointments.
5. **Lily Ortiz**, presented an overview of the Metro on the Move Rider's Club:
- The program allows a convenient, safe and affordable means for seniors to travel through LA County, i.e., shopping, doctor appointments, exploring LA attractions with friends.

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- They have been in operation since July 2012. Encourages seniors to learn how to use public transit. The organization trains leaders/trainers (Travel Buddies) to assist new transit users.
 - They work with the Village in Torrance and Pasadena. Torrance has a travel ambassador program.
 - Metro needs help in identifying opportunities in Carson, El Segundo, Redondo Beach, and Hermosa Beach.
 - Lily is also available to give presentations and/or provide information to local community centers and organizations. Information about the program can also be accessed through Facebook, Twitter, and the Metro page – onthemove@metro.net
6. **Greg Grammer**, City of Rolling Hills, provided information on the “Next Door” social network site.
- Next Door allows residents from the same neighborhood to better communicate with each other. Information regarding neighborhood watch, community events. Fosters and promotes friendly neighborhood exchanges.
 - Signing up to Next Door is defined by geographic area (zip code) and requires resident verification.
 - Next Door has its own advantages and disadvantages. Postings are monitored by the software administrator and negative remarks can be deleted from the site.
 - While on the topic of fostering neighborhood communication, Jacki announced the general assembly meeting on February 27, 2015. The theme of this event is “A View From the Front Porch.” This will feature discussions on what makes a good neighborhood and what people like about their neighborhood. Explore the possibility of inviting NextDoor to sponsor or present at the event.
7. **Grace Farwell**, recapped survey questionnaire results.
- Based on the Senior Community Survey feedback, there may be a need to adjust the grading options, and find a better measurement indicator. Survey feedback resulted in all selections to be "important" or "very important."
 - Uber has surveyed senior and disabled in NYC but as of yet, there is no public information.
 - It is important to get the survey ridership responses from the cities so that it can potentially be used in a proposal. Findings will be reported at the next meeting.
 - There may be a need to survey potential seniors using Senior Counts as reference.
 - Joy Miller will continue to collect the survey information and update the matrix.
8. **Eric Haack**, Strategic Planner, Access Services, provided an overview on the Southern California Volunteer Driver Coalition:
- Spearheaded by Access Services, this is a coalition with other organizations who have joined together to try and identify Volunteer Programs in Southern California. Access Services’ role is to gather data, provide a collective forum, improve marketing, and assist organizations with funding transportation programs.
 - One of Access Services’ initiatives is to write grant applications for the Coalition to create a unified voice.

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- It was created to support, encourage and grow small community based organizations who offer Volunteer Driver Programs.
- There are currently five volunteer driver programs. Each program in the coalition is independent and operates under their own guidelines, i.e., payment, reimbursements

9. Barbara White, Gerontology Program Director, California State University, Long Beach introduced herself and welcomed organizations to reach out to her for assistance or internship opportunities within their organizations.

- CSULB will initiate a downtown LB Village using student interns. This Village will be different from other grassroots Villages and will focus on low income, multi-ethnic members. They anticipate membership costs to be \$5 per month fee. Funding to support the Village will be from support grants and foundations.
- The university-affiliated Village will have a paid bi-lingual staff and offer five 5 core services: transportation, support groups for caregivers and members, household needs, navigation to health care / social services.
- The biggest challenge is anticipated to be blending the diverse communities of downtown Long Beach. Stressed the importance of really getting community involvement, not for the purpose to sell but to understand and absorb the needs.

10. Next Meeting – Tuesday, December 2 at 9:30am