

CITY OF OAKLAND
AGENDA REPORT

2007 JUN 12 PM 4: 58

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Department of Human Services
DATE: June 12, 2007

RE: Resolution Authorizing The City Administrator To Execute Contracts Between The City And Eleven Oakland Nonprofit Agencies (Alameda Community Food Bank, Mandela Marketplace, Inc., Alzheimer’s Services Of The East Bay, Bay Area Community Services, Legal Assistance For Seniors, Lifelong Medical Care, Inc., Progressive Research And Training For Action, Rebuilding Together Oakland, Self Help For The Elderly, Mercy Retirement and Care Center, St. Mary’s Center) To Provide Services To Senior Citizens Under The Senior Services “Set-Aside” Funding For Fiscal Year 2007-08 In A Total Amount Not To Exceed \$470,000

SUMMARY

This report requests City Council approval of the attached Resolution containing the Commission on Aging’s FY 2007-08 senior services funding recommendations in varying amounts to eleven Oakland non-profit senior service providers, in an amount not to exceed \$470,000. The grants will be awarded to senior service providers who have submitted an application and undergone review by the Commission on Aging and Department of Human Services (DHS) staff. The grantees will provide nutrition, legal, home improvement, housing, senior center, and day care services to Oakland’s diverse senior population.

FISCAL IMPACT

Funding for these one time grants is included in the Department of Human Services’ Proposed Budget for FY 2007-2009 under General Purpose Fund (1010), Senior Center Organization (75631), Fine Revenue for Seniors Aging Project (P50530), and Empowering Seniors and People with Disabilities Program (YS14). The annual appropriation for Project P50530 is \$295,139. In 2006, the City Council authorized an additional, one-time mid-year appropriation for the Senior Services Set-Aside grant projects in the amount of \$300,000 under General Purpose Fund (1010), Senior Center Organization (75631), FY 06-07 Council Priorities-Senior Funding Project (P293310), and Empowering Seniors and People with Disabilities Program (YS14). The Commission on Aging awarded \$83,700 of the one-time appropriation to the 2006-07 Senior

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Services Set-Aside grantees, fully funding those projects which had initially been funded at 85% of the requested amount.

BACKGROUND

In March 1996, a general fund set-aside provision, entitled the “Senior Citizens Retention and Enhancement Act” was placed on the Oakland ballot by local senior advocates. Although the measure fell slightly short of the two-thirds approval needed for passage, the initiative stimulated discussion about the need for increased support to local senior service providers. In early 1997, a working group composed of representatives from the Commission on Aging, the Oakland Department of Aging, City Council, and senior service advocates prioritized the needs of Oakland’s senior residents and developed options for funding related services. At its June 3, 1997 meeting, the City Council adopted the workgroup’s recommendation to increase certain parking fines by \$2.00 to generate additional funding for senior services. The program is commonly referred to as the “Senior Services Set-Aside” program.

The Commission on Aging has the primary responsibility for development of funding priorities for the Senior Services Set-Aside program. Funding priorities are determined by review of data concerning the needs of Oakland seniors. Historically, collection of data for the annual update of the “Comprehensive Plan for Oakland Seniors” has provided information needed to develop priorities. The current year’s priorities were identified in the Department of Human Services’ 2004 Senior Needs Assessment, and further developed by the Commission on Aging Access, Community Support, and Transportation Committees.

To develop the funding priorities for 2007-2008 Senior Services Set-Aside grants, the Commission on Aging sought input from local providers and senior advocacy groups. The Commissioners also spent time in the community, meeting with underserved senior groups and identifying where the Set-Aside funds would make a difference to Oakland’s diverse senior residents. The Commission on Aging identified six un- or under-served populations of Oakland seniors and the Senior Services Set-Aside Request for Proposals was revised to solicit specific “Target Populations” for funding. Each of the applicants was asked whether the proposed project would serve one or more of the following six categories of clients: Ethnic Minority; Lesbian, Gay, Bisexual, Transgender (LGBT); Monolingual; Homeless; Chronic Health Condition; Low/Very Low Income; and which of the six service areas in the City would be served.

Additionally, the Senior Set-Aside 2007-2008 Application identified the following priorities for funding:

- ▶ Project improves ACCESS by removing barriers that Oakland seniors may face when seeking services.
- ▶ Project provides NUTRITION programs and services for Oakland seniors.
- ▶ Project establishes and/or expands TRANSPORTATION options for Oakland seniors.

Twenty percent of the 2007-08 funding pool was targeted to “Emerging Organizations” that had obtained non-profit status and/or begun serving Oakland seniors within the past three years.

Twenty-five applications were received, and the proposed projects addressed all of the target populations. After a rigorous review and scoring process eleven applicants were chosen for funding.

KEY ISSUES AND IMPACTS

The projects that are recommended for funding in this report will target the needs of the un- and under-served populations identified by the Commission on Aging and DHS staff. However, there were two target populations that the Commission on Aging and DHS staff believe are not sufficiently addressed with the funding recommendations – LGBT and monolingual seniors. In order to provide access to services for all Oakland seniors, the Commission on Aging will outreach to service organizations and develop a plan for identifying and providing financial support to agencies that serve LGBT and monolingual Oakland seniors.

Nine of the funded projects are Citywide, and will serve all Oakland seniors regardless of where they live, and two of the projects are facility based and directed towards seniors in East Oakland and the Fruitvale/Diamond neighborhood. The complete list of funded agencies including dollar amounts and services is shown in Attachment A – FY 2007-08 Senior Services Set-Aside Program Commission on Aging Recommendations.

PROGRAM DESCRIPTION

On February 7, 2007, the Commission on Aging approved the Senior Services Set-Aside Schedule and appointed the Set-Aside Review committee. At the March 7 Commission on Aging meeting, the funding priorities were announced. The application was released on March 12th, and on March 21st a bidder's conference was held in City Hall Hearing Room 1 to answer questions and present information to potential applicants about this year's Request For Proposal (RFP) and application review process.

Twenty-five proposals were received by the deadline, with project requests totaling \$1,083,944. The Set-Aside Review Committee members received the applications, and working together in pair, performed an initial review using the template developed by Commission staff. A professional consultant was engaged to facilitate the review and provide an unbiased assessment of the proposals.

The Set-Aside Committee met twice during the month of April 2007 to discuss and rank the proposals. The committees ranked each proposal in the following areas: organizational history and capacity, community need, project description, program evaluation, and project budget. Each of the proposals received a score and a ranking based upon the total score of all readers.

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At the final Application review meeting of the Set-Aside Committee, the projects were discussed and scored and the eleven proposals were initially recommended for funding. One subsequent meeting was held to discuss four of the organizations that had been identified as priorities – all of these were concentrated in one service area. At that meeting the Committee determined that another priority area had not been funded and made a decision to fund the only project in the unserved area. Attached is a list of all applicants and projects, and a separate summary of the proposals recommended for funding.

The recommendations were presented to the public at the May 2, 2007 meeting of the Commission on Aging. At that time the Commission approved a motion to forward the recommendations of the Set-Aside Committee to the City Council.

SUSTAINABLE OPPORTUNITIES

Economic: The Set-Aside funding program establishes sustainable opportunities as a result of increase Social Equity, through expansion of services to low-income or otherwise underserved Oakland seniors.

Environmental: No known impact.

Social Equity: The Set-Aside funding program establishes sustainable opportunities as a result of increase Social Equity, through expansion of services to low income or otherwise underserved Oakland seniors. All of the organizations that are recommended for funding have a history of successfully serving Oakland seniors. Approval of the recommendations will enhance the opportunities available to Oakland seniors, support seniors in the community, and have a positive impact on the quality of life for seniors that receive services under the funded programs.

DISABILITY AND SENIOR CITIZEN ACCESS

The Senior Services Set-Aside program is the only program in the City which identifies unmet needs of Oakland seniors and focuses city general funds towards meeting those needs. All of the projects funded through these grant funds will support the needs of seniors – the majority of the funds will go towards services that target the needs of low income, frail, diverse, underserved senior residents of the City of Oakland.

RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council fund services to Oakland senior residents through the Senior Services Set-Aside program. The projects which receive funding will improve the quality of life for Oakland seniors by improving service access and availability.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council approve a resolution authorizing the City Administrator to execute contracts between the City and eleven Oakland Nonprofit Agencies (Alameda Community Food Bank, Mandela Marketplace, Inc., Alzheimer's Services of the East Bay, Bay Area Community Services, Legal Assistance for Seniors, Lifelong Medical Care, Inc., Progressive Research and Training for Action, Rebuilding Together Oakland, Self Help for the Elderly, Mercy Retirement and Care Center, St. Mary's Center) to provide services to senior citizens under the Senior Services "Set-Aside" funding for Fiscal Year 2007-08 in a total amount not to exceed \$470,000.

Respectfully submitted,



ANDREA YOUNGDAHL
Director, Department of Human Services

Prepared by:
Tracy Jensen, Senior Services Administrator

ATTACHMENT A:
FY07-08 Senior Set-Aside Program
Commission on Aging Funding Recommendations

**APPROVED AND FORWARDED TO THE
LIFE ENRICHMENT COMMITTEE:**



Office of the City Administrator

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**2007-08 Senior Services Set-Aside Program
Commission on Aging Recommendations for funding**

ORGANIZATION	AMOUNT	PROJECT NAME	SERVICE AREA
<u>Alameda Community Food Bank</u>	<u>\$44,856</u>	<u>Fresh Produce Delivery</u>	<u>Citywide</u>

This project will provide more than 3000 low-income Oakland seniors with a delivery of fresh produce twice each month. The Food Bank will deliver produce to five of their member agencies that already have distribution networks in place, including Mercy Brown Bag (District 5), the East Oakland Senior Center (District 7), Hotel Oakland (District 3), Shiloh Mercy Ministries (District 4) and Church of the Living God (District 3). The Food Bank and the participating agencies will provide nutritional information to program clients.

<u>Mandela MarketPlace, Inc.</u>	<u>\$40,144</u>	<u>Senior Market Booth</u>	<u>Citywide</u>
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Mandela MarketPlace will serve 1000 Oakland seniors each year by establishing and operating "mini-farmers market" booths at eight senior residential buildings and two senior centers. These booths will provide seniors with access to fresh produce, along with cooking demonstrations, literature, and health screening services. The program will also include an order and delivery service where customers can select items from an order form or receive a box a variety of produce.

<u>Mercy Retirement & Care, Inc.</u>	<u>\$25,000</u>	<u>Mercy Brown Bag</u>	<u>Citywide</u>
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As they have when funded several times in the past, the Mercy Brown Bag program will coordinate the distribution of high quality, nutritional bags of groceries to low-income Oakland seniors. Each month, 1200 seniors receive 22 to 24 bags of groceries, each of which includes a protein item, fresh produce, other fresh, frozen and canned foods.

<u>Alzheimer's Services East Bay</u>	<u>\$45,000</u>	<u>Oakland Expansion</u>	<u>Citywide</u>
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Recently ASEB began operating their first Oakland-based program with the acquisition of the Summit Hospital Adult Day Care Program, with a current enrollment of 40 Oakland residents. This funding will support the ASEB Oakland Adult Day Care Program expansion, allow ASEB to move the program from Summit Hospital to a new site, and outreach to potential clients.

<u>Bay Area Community Services</u>	<u>\$45,000</u>	<u>Meals on Wheels</u>	<u>Citywide</u>
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The Meals On Wheels program will provide 186,000 meals to 1,200 low income Oakland seniors. The \$45,000 in set-aside funds will "be used to partially fund the service". BACS will continue to work closely with Lifelong to provide health education and nutrition services to seniors receiving the meals.

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Legal Assistance for Seniors \$45,000 Support Relative Caregivers Citywide

The project will provide legal services to fifty Oakland residents aged 62 or older who are raising grandchildren, in order to assist them in gaining legal custody or with other legal issues. LAS will also conduct 4 presentations about guardianship issues to teachers, administrators' parents and caregivers in Oakland public schools.

Lifelong Medical Care \$45,000 Senior Independence Citywide

This project will allow 375 Oakland seniors with chronic conditions to remain independent by providing them with information about managing their condition, home visits from a nurse practitioner/physician assistant, and/or a chronic disease self-management classes.

Prog. Research Trn for Action \$45,000 Circles of Understanding East Oakland

This project will be based at the East Oakland Senior Center, and will build upon the issues identified by Mayor Dellums' Senior and Aging Citizens' Task Force by engaging seniors in identifying barriers to access for seniors – "regardless of ethnicity, ableism and sexual orientation". PRATA staff will work with the EOSC staff to strategize the process, and then facilitate five meetings with 150 Center members and others to identify barriers to full inclusion and determine the process for change.

Rebuilding Together Oakland \$45,000 Safe At Home Citywide

The grant funds will be used to expand the volunteer Safe-At-Home program which provides minor home modifications to low income Oakland seniors to help them remain independent. The home modifications focus on devices to reduce falls and improve safety. The funding will be used to purchase materials and to develop staff expertise. More than 100 seniors will benefit from this funding.

Self Help for the Elderly \$45,000 Lincoln Court Center Prog. Fruitvale-Dimond

Grant funding will support programs at the new 82 unit Lincoln Court Center apartment complex in the Dimond District and serve about 150 seniors during the year. Funds will be used to hire a bi-lingual program manager for the facility. It is anticipated that the coordinator will establish programming, including a computer learning center that will be of interest to seniors throughout the underserved Dimond district.

St. Mary's Center \$45,000 Outreach, Advocacy & Homelessness Citywide

The Set-Aside funding will be used to support 430 frail, very low-income Oakland seniors each year. These seniors will remain independent through friendly visiting and telephone assurance. The program also addresses the needs of formerly homeless seniors by providing substance abuse and/or mental health case management.

AGENCY	Request	Project Name	Funded
1. Alameda Community Food Bank	\$44,856	Fresh Produce Delivery to Seniors	\$44,856
2. East Bay Asian Local Development Corps	\$45,000	Senior Health Advocate Project	
3. Mandela MarketPlace, Inc	\$45,000	Senior Mkt. Booth	\$40,144
4. Mercy Ret & Care	\$25,000	Mercy Brown Bag	\$25,000
5. Adult Day Services Network of Alameda County	\$39,088	Nutrition/Safety at Home	
6. Alzheimer's Assoc. of No CA & No NV	\$40,000	Multicultural Caregiver Outreach	
7. Alzheimer's Service of East Bay	\$45,000	Oakland Expansion	\$45,000
8. Bay Area Community Services (BACS)	\$45,000	Meals on Wheels	\$45,000
9. Bay Area Kin Care Coalition	\$45,000	Labor of Love	
10. Center for Elder Independence	\$45,000	Expanding PACE in East Oakland	
11. Moss Beach Homes Inc.	\$45,000	Experience Corps	
12. Family Bridges, Inc.	\$45,000	Senior Voices	
13. Family Support Services of the Bay Area	\$45,000	Senior Caregiver Kinship Support	
14. Korean Community Center of the East Bay	\$45,000	Senior Services	
15. Lao Community Development, Inc.	\$45,000	Multicultural Senior Center	
16. Lavender Seniors of the East Bay	\$45,000	LGBT Capacity Bldg Project	
17. Legal Assistance for Seniors	\$45,000	Legal Support for Relative Caregivers	\$45,000
18. Lifelong Medical Care, Inc	\$45,000	Promoting Senior Independence	\$45,000
19. Ombudsman, Inc.	\$45,000	Oakland Health Access	
20. Progressive Research & Training for Action	\$45,000	Circles of Understanding	\$45,000
21. Rebuilding Together Oakland	\$45,000	Safe at Home	\$45,000
22. Self Help for the Elderly	\$45,000	Lincoln Court Center Programs	\$45,000
23. St. Mary's Center	\$45,000	Outreach Advocacy	\$45,000
24. United Seniors of Oakland & Alameda County	\$45,000	Ethnic Senior Empowerment	
25. Vietnamese American Community Center	\$35,000	Translated Resource for Vietnamese	
TOTAL	\$1,083,944		\$470,000

Margaret K. Higgins
City Attorney

OFFICE OF THE CITY CLERK

OAKLAND CITY COUNCIL

2007 MAY 31 PM 4:58

RESOLUTION NO. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE CONTRACTS BETWEEN THE CITY AND ELEVEN OAKLAND NONPROFIT AGENCIES (ALAMEDA COMMUNITY FOOD BANK, MANDELA MARKETPLACE, INC., ALZHEIMER'S SERVICES OF THE EAST BAY, BAY AREA COMMUNITY SERVICES, LEGAL ASSISTANCE FOR SENIORS, LIFELONG MEDICAL CARE, INC., PROGRESSIVE RESEARCH AND TRAINING FOR ACTION, REBUILDING TOGETHER OAKLAND, SELF HELP FOR THE ELDERLY, MERCY RETIREMENT AND CARE CENTER, ST. MARY'S CENTER) TO PROVIDE SERVICES TO SENIOR CITIZENS UNDER THE SENIOR SERVICES "SET-ASIDE" FUNDING FOR FISCAL YEAR 2007-08 IN A TOTAL AMOUNT NOT TO EXCEED \$470,000

WHEREAS, the City of Oakland has established a fund to support unmet senior service needs for Oakland citizens by increasing various parking citations by two dollars per ticket as per the requirements of Ordinance No.11985 C.M.S.; and

WHEREAS, the City Council has committed to maintain a set aside to fund unmet senior needs; and

WHEREAS, the City Council has appropriated \$595,139 to provide \$470,000 for FY 2007-2008 to Oakland nonprofit organizations that can meet critical senior needs; and

WHEREAS, funding for these one-time grants is included in the Department of Human Services' Fiscal Year 2007-2009 Proposed Policy Budget in the amount of \$295,139, is included under General Purpose Fund (1010), Senior Center Organization (75631), Fine Revenue for Seniors Aging Project (P50530), and Empowering Seniors and People with Disabilities Program (YS14), and Council authorized an additional, one-time mid-year appropriation of \$300,000 for the Services Set-Aside grant projects under General Purpose Fund (1010), Senior Center Organization (75631), FY 06-07 Council Priorities-Senior Funding Project (P293310), and Empowering Seniors and People with Disabilities Program (YS14); and

WHEREAS, the City Council finds that the performance of these services are in the public interest because of economy; and

WHEREAS, the City Council finds that these contracts will not result in the loss of employment or salary by any person having permanent status in the civil service; and

WHEREAS, the City wishes to fund eleven projects as recommended by the Mayor's Commission on Aging in an amount not to exceed the amounts specified below for each agency for the period of July 1, 2007 to June 30, 2008:

FY 2004-2005:

Alameda County Community Food Bank	\$44,856
Bay Area Community Services	\$45,000
Mandela MarketPlace, Inc.	\$40,144
Alzheimer's Services of the East Bay	\$45,000
Lifelong Medical Care, Inc.	\$45,000
Legal Assistance for Seniors	\$45,000
Progressive Research and Training for Action	\$45,000
Rebuilding Together Oakland	\$45,000
Self Help for the Elderly	\$45,000
Mercy Retirement and Care Center	\$25,000
St. Mary's Center	\$45,000;

now, therefore be it

RESOLVED: That the City Administrator or her designee is hereby authorized to execute the eleven (11) contracts with the aforementioned nonprofit agencies in the amounts specified above for the purpose of providing senior services to residents in the City of Oakland, and to conduct all negotiations, execute and submit all documents, including but not limited to applications, agreements, amendments, modifications, payment requests and related actions which may be necessary in accordance with its basic purpose; and be it

FURTHER RESOLVED: That said agreement(s) shall be approved as to form and legality by the Office of the City Attorney and placed on file in the Office of the City Clerk.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California