

CITY OF OAKLAND

AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2008 JUN -5 PM 6:20

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Department of Human Services
DATE: June 17, 2008

RE: Supplemental Report On Outreach Conducted For The Linkages Care
Management Program In Zip Codes 94605 And 94619

SUMMARY

This supplemental report, requested by the Life Enrichment Committee on May 27, 2008 provides the number of clients served from July 1, 2007 through March 31, 2008 by zip codes. This supplement also provides a sample listing of where outreach was conducted for the Linkages Program, in addition to Information and Assistance and other Aging and Adults Services Programs.

FISCAL IMPACTS

This is a supplemental report. There is no fiscal impact on the General Fund.

BACKGROUND

The Linkages Program Supervisor presented an informational report on May 27, 2008 to the Life Enrichment Committee on the Linkages and Respite Programs Grant from the Alameda County Area Agency on Aging. Councilmember Brooks requested that a supplemental report be prepared to include information about outreach for the Linkages Program in the 94605 and 94619 zip codes.

KEY ISSUES AND IMPACTS

The Linkages Program serves clients throughout Oakland. Between July 1, 2007 and March 31, 2008, nearly 9% of Linkages clients resided in the 94605 Zip Code while 5% resided in the 94619 zip code. Please note that these percentages are consistent with the numbers served in other zip codes despite the lack of senior housing faculties in the 94619 zip code. (Please refer to Table 1 below).

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Table 1: LINKAGES CLIENTS BY ZIP CODE

ZIP CODES	NUMBER OF CLIENTS	ZIP CODES	NUMBER OF CLIENTS
94501	13	94619	14 (5%)
94601	30	91621	26
94602	11	94622	2
94603	26	94702	6
94605	24 (8.8%)	94703	5
94606	12	94704	2
94607	16	94705	2
94608	29	94706	1
94609	17	94707	1
94610	5	94709	1
94611	11	94710	1
94612	18		

The Linkages Program staff has historically conducted extensive programmatic outreach throughout Northern Alameda County with a concentration in Oakland for years. We currently have a waiting list for the Linkages program of approximately 76 clients which represents a wait of nearly eight months for a new perspective client. Because of the long waiting list, outreach efforts are focused on providing Information and Assistance versus recruiting for slots in the Linkages program, although the waiting list is never closed.

The following is a sample of some of the outreach activities conducted during FY 2007 – 2008, that potentially impacted the 94619 and 94605 zip codes:

- June 2007 – Healthy Living Festival at Lake Merritt – Community Wide Reach
- July 2007 Kaiser Hospital High Risk Case Management Department Presentation
- Fall 2007 – Presentation to residents at EE Cleveland Manor
- Monthly Attendance and Program Announcements to Alameda County Commission on Aging Members
- Bi-Monthly Attendance and Program Presentation to Alameda County Roundtable Meetings that reach community providers
- December 13, 2007 – Satellite Senior Housing Service Coordinators Meeting
- Periodic Program Information Mailings to Community Organizations and Senior Housing
- March 2008 – Social Workers in Senior Housing (SWISH) Meeting Presentation
- April 25, 2008 – Hong Lok Senior Health Fair
- May 7, 2008 – Allen Temple Gardens Health Fair

Additionally, we mail program fliers to various Senior Housing facilities such as EE Cleveland Manor; Stuart Pratt; Lincoln Court.; Bancroft Senior Homes Miley Gardens, and Palo Vista Gardens; Adult Day Health Centers; Kaiser, Highland and Summit hospital discharge planners; service providers; the faith community and non-profit organizations serving elders such as St. Mary's Center, Golden Ages Senior Activity Center, and the Public Authority for In Home Supportive Services.

SUSTAINABLE OPPORTUNITIES

Economic: Linkages' arrangement and/or purchase of services and assistive devices for clients increase profits for Oakland businesses.

Linkages' arrangement of in-home care workers creates jobs for Oakland citizens.

Environmental: Linkages' arrangement of paratransit results in "carpooling", thereby reducing the use of individual autos which reduces harmful auto emissions.

Social Equity: Linkages care management activities link frail seniors, isolated and low income seniors, and adults with disabilities to life enriching and life sustaining services.

Linkages' arrangement of vocational education, training and rehabilitation helps low income and disabled clients return to the workforce.

DISABILITY AND SENIOR CITIZEN ACCESS

The Linkages Program is the only program in the City utilizing a broker case management model to bring critical services to adults eighteen (18) years of age and older with disabilities and frail elders. Care management services are provided in the client's home or community.

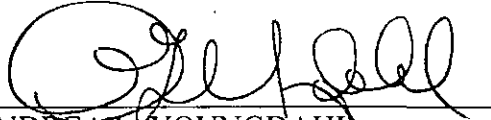
RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council accept this supplemental report and the preceding informational report from the May 27, 2008 Life Enrichment Committee.

ACTION REQUESTED OF THE CITY COUNCIL

That City Council accepts the supplemental report on outreach conducted for the Linkages Care Management Program in zip codes 94605 and 94619.

Respectfully submitted,



ANDREA L. YOUNGDAHL
Director, Department of Human Services

Reviewed by:
Brendalynn Goodall, Manager
Aging and Adult Services

Prepared by:
Lisa A. Ploss
Senior Services Supervisor
Linkages Program and the Multipurpose Senior Services Program

APPROVED FOR FORWARDING TO THE
CITY COUNCIL:



Office of the City Administrator