

**CITY OF OAKLAND**  
**AGENDA REPORT**

OFFICE OF THE CITY CLERK

2005 NOV 29 PM 2:00

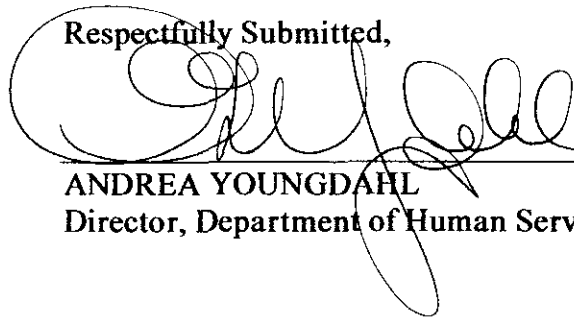
TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Department of Human Services  
DATE: December 13, 2005

RE: **A STATUS REPORT FROM THE COMMISSION ON AGING**

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Attached is an informational report from the Commission on Aging and the results of the recent "Senior Needs Assessment" analysis. A representative from the Commission on Aging will be available to answer questions.

Respectfully Submitted,



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ANDREA YOUNGDAHL  
Director, Department of Human Services

Attachment

**FORWARDED TO THE  
LIFE ENRICHMENT COMMITTEE**

  
**OFFICE OF THE CITY ADMINISTRATOR**

Item No. \_\_\_\_\_  
Life Enrichment Committee  
December 13, 2005

December 13, 2005

LIFE ENRICHMENT COMMITTEE  
Oakland City Council

RE: **A STATUS REPORT FROM THE COMMISSION ON AGING**

**Chairperson Chang and Members of the Committee:**

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## **SUMMARY**

This report provides the City Council with an update on the activities of the Mayor's Commission on Aging. Also included in this report are recommendations from the 2004 DHS "Senior Needs Assessment" Steering Committee. The "Senior Needs Assessment" Report was presented to the Council with the last "Status Report from the Commission on Aging" in November 2004.

The Report contains information about eight "Senior Services Set-Aside" grants that were awarded by the Commission on Aging in June to local senior service providers. The grantees will provide health, transportation, nutrition, day care, and information and assistance services to the Oakland's diverse senior population.

## **FISCAL IMPACT**

This Report discusses the distribution of Senior Services Set-Aside funds by the Commission on Aging. The Department's FY 2005-06 General Purpose Fund Budget (Project P50530) includes \$295,139 in annual funding for the Senior Services Set-Aside contracts. By supplementing the budgeted amount with \$77,631 in unspent funds from prior year contracts, the Commission on Aging was able to provide a total of \$372,770 to eight local agencies providing services to senior residents of Oakland.

## **I. STATUS REPORT FROM THE MAYOR'S COMMISSION ON AGING**

### **BACKGROUND**

History: The Commission on Aging was established in 1980 by Ordinance No. 9921 C.M.S. to advise the Mayor and the City Council on issues affecting the aging population in Oakland. Ordinance 11982 C.M.S. established the Commission's authority to advise the Council on issues related to the City's four Multipurpose Senior Centers. The primary mission of the Commission on Aging is to advise the City Council on the issues and concerns of seniors, monitor Senior Center activities, and support DHS senior programming.

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Life Enrichment Committee  
December 13, 2004

The Commission on Aging works in partnership with the Department of Human Services to plan, advocate, and develop senior resources to address the needs of the City's senior citizens. The Commission is also responsible for determining the needs of Oakland seniors and recommending senior services Set-Aside funding for local service providers. In 2002, the Commission targeted three specific program areas for Set-Aside grant funding - Access, Community Support and Transportation.

**Membership:** The Commission on Aging is chartered for 11 members, appointed by the Mayor, to a maximum of two three-year terms, subject to Council approval. The current Commission membership represents the diverse communities in the City of Oakland. The resignation in 2005 of Commissioner Ronald Chan, who represented District 2, and the appointment of Commissioners Galloway, McCoy and Miller, brings the number of Commissioners to nine, with 2 vacant seats. Several Oakland residents have expressed interest in joining the Mayor's Commission on Aging and staff is working with the Mayor's Office to review candidates.

Commission on Aging Current Members and the District in which the member resides:

Mr. Frank Rose – Chairperson (District 7)	Ms. Anne Spanier (District 1)
Ms. Bobbie Bond – Vice Chair (District 4)	Mr. Stanley Garcia (District 5)
Ms. Brenda Crawford (District 2)	Mr. Sam Miller (District 3)
Mr. Alphonso Galloway (District 3)	Ms. Annie McCoy (District 7)
Mr. Ronald Timpson (District 3)	

### **KEY ISSUES AND IMPACTS**

**Committee Updates:** The Commission maintains an active interest in issues affecting the lives of Oakland senior citizens during the past year. Three standing committees and one ad-hoc committee distributed City grants, advocated for public funding, and supported activities in the community.

At the November 2, 2005 Commission on Aging meeting, a motion was passed instructing Commission staff to direct Senior Services Set-Aside funds to assess the capacity of senior service providers to meet the needs of Oakland's frail senior and disabled residents in the event of a disaster. Staff is working with the Office of Emergency Services and the organization Collaborating Agencies Responding to Disaster, to develop a proposal for that project in an amount not to exceed \$20,000.

In 2005 the standing Transportation Committee made pedestrian safety and public transportation their priority issues. The Transportation Committee also provided direction to the Oakland Paratransit for the Elderly and Disabled (OPED) program. Along with the members of the Transportation Committee, Commission Vice-Chairperson Bobbie Bond was instrumental in identifying and addressing the pedestrian safety needs of seniors in Downtown and West Oakland. Advocacy efforts included holding community meetings at two large senior housing sites where Councilmember Nadel and representatives from the Public Works Department

learned about the senior pedestrian casualties at the intersection of Broadway and 29<sup>th</sup> Street. As a result Councilmember Nadel recently broke ground for a stoplight at that intersection.

In 2005, Commission Chairperson Rose and members of the standing Community Support Committee worked closely with the Senior Centers and DHS staff to overhaul Senior Center fundraising procedures. The establishment of City Trust Funds for the formerly independent fundraising accounts, and the standardization of reporting and tracking procedures, will reduce liability at the Senior Centers and increase efficiency.

The Community Support Committee Chair oversaw the Advisory Council elections at each Senior Center and subsequently swore in the new Advisory Council members. The Committee continues to advocate for the Senior Centers, attend events at the Centers, and advise Center Directors and DHS staff on program and policy issues.

The Access Committee members identify barriers to, and increase availability of, services and programs for Oakland's senior residents. The Access Committee focuses on underserved or under-recognized communities including lesbian/gay/bisexual/ transgender and ethnic populations, frail seniors, and seniors with disabilities. In 2005 the Committee continued to explore how senior centers could improve programming in order to serve seniors who may not attend because a physical disability or lifestyle choice makes them feel uncomfortable or unwelcome. One recommendation from the Committee is to conduct cultural competency training for the Senior Center staff and volunteers. This will be implemented by DHS early in 2006.

Issues and Concerns: In keeping with the Commission's goal of improving the dietary nutrition of seniors— particularly in areas such as Brookfield where there are few large grocery retailers – Chairman Rose and the other Commissioners focused in 2004 and 2005 on the East Oakland Senior Center Farmer's Market on Jones and Edes Avenues. The Market recently attracted new vendors and has been successful during the past year in providing fresh produce and other items to both the seniors who frequent the Senior Center and local Brookfield residents. In addition to the East Oakland Senior Center, the Commission on Aging is supporting a pilot Farmer's Market on Mondays at the West Oakland Senior Center.

In August 2005 the Commission held a Planning Retreat to develop policy direction for the upcoming year and improve collaboration between Commissioners. As a result of the Retreat, the Commission identified the following goals for 2006-07:

- Improving Senior Safety and Security
- Developing a Senior Resource Directory
- Improving access to affordable and accessible housing
- Increasing the number of senior shuttles
- Increasing the availability of affordable senior housing
- Increasing access to services and removing barriers
- Ensuring Oakland seniors have access to affordable healthcare and health related information

- Improving access to nutritious fruits and vegetables by establishing Farmer's Markets at sites where seniors congregate

The Retreat also gave the Commission an opportunity to identify issues and develop recommendations to improve the Senior Services grant making process. These issues will be discussed in the next section.

Future Objectives: The Commission will continue to serve as a public advocate for the City of Oakland's senior population through public hearings, complaint resolution, and the identification of emerging senior issues. In order to fulfill the Commission's mandate it is important to have a reliable quorum and a full board; therefore the Commission will be proactive in the recruitment of new members to broaden the knowledge base.

The Commission on Aging will continue to work closely with DHS to address the issues identified in the Needs Assessment report. The Commission on Aging will serve as a forum for public input on the "Needs Assessment" and will use the results of the survey to establish targets for future Senior Services Set-Aside grant funding.

## ***II. 2005 SENIOR SERVICES SET-ASIDE GRANTMAKING***

### **BACKGROUND**

History: In March 1996, a general fund set-aside provision entitled the "Senior Citizens Retention and Enhancement Act" was placed on the ballot by 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, with representatives from the Commission on Aging, DHS staff, Council staff, and senior service advocates, identified priority services and developed options for funding. The services identified by the workgroup as "critical needs" include legal assistance, nutrition, in-home support, transportation, information and referral, opportunities for employment and volunteerism, and outreach to isolated and underserved seniors.

At its June 3, 1997 meeting, City Council adopted the workgroup's recommendation to increase certain parking fines by \$2.00 to generate additional funds 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 developing 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 the information needed to develop priorities. The current year's priorities were initially developed through discussions held during a retreat in October 2002, and updated in February of 2005 by the Commission on Aging Steering Committee. For the 2005-06 funding cycle, the Department of Human Services and the Mayor's Commission on Aging utilized data from the "Senior Needs Assessment" to determine the priority service areas for Set-Aside funding.

Oversight and Evaluation: In addition to the annual task of developing the priorities for the Senior Services Set-Aside grant, releasing the “Request for Proposals” and reviewing applications, the Commission is developing standards for evaluating of contractors, including site visits and regular direct reports. Currently, Senior Services Set-Aside contractors are reviewed by the contract manager, primarily through analysis of invoices and occasional site visits. DHS staff will be working with the Commission on Aging to develop evaluation procedures and standards during the coming year.

### **KEY ISSUES AND IMPACTS**

Funding Priorities: The Commission on Aging has identified the following priorities in funding local Senior Service organizations through the Senior Services Set-Aside grant making program. All applicants are required to submit proposals which address these priorities.

- “Community Support” – this priority area seeks to fund programs to establish and improve Oakland seniors’ communities. The focus will be on senior centers, education and training, and community safety. Housing support programs designed to keep seniors in the community and support them in their homes - such as meal delivery and in home supportive services - will also be reviewed under this program area.
- “Access” - this priority area seeks proposals to reduce barriers that impact the ability of seniors to remain in the home/in the community. Service areas include information and referral assistance to underserved ethnic minorities and Lesbian, Gay, Bisexual and Transgender populations, programs for seniors with physical or health-related limitations, and services to promote senior business opportunities.
- “Transportation” – this priority area will develop programs to address the mobility needs of the aging community. Such services might include establishment or expansion of shuttle services, partnerships with public service providers like BART/AC Transit, or developing alternative modes of transportation.

2005 Senior Services Set-Aside Program: In addition to the project proposal priority areas, the Commission also established a requirement that proposals from the partnerships would be accepted. That is, in 2005 the Senior Services Set-Aside grants would be awarded to projects that included at least two agencies. In reviewing the Set-Aside grants and projects from prior years, the Commission determined that occasionally there were duplicative programs and providers often did not work together to coordinate services to the same or similar populations of seniors.

A bidder's conference was held on March 22, 2005 in City Hall Hearing Room 1 to answer questions and present information about the RFP and application review process. Twenty-six

(26) proposals were received by the deadline, with applications totaling \$757,055. Commission staff conducted an initial review of the applications and divided them into either “Community Support” or “Access” priority areas. (Note: There were only two applications dealing directly with Transportation, so it was decided to review those proposals with the Community Support applications.)

In March the Commission voted to convene a “Committee of the Whole”, i.e., a Committee of the entire Commission, to review the Senior Services Set-Aside applications. The Commission used a consultant to facilitate the ranking process. The Senior Services Administrator developed a chart with the Committee scores and used two methods to develop an overall ranking – the mean or average of the sum of all of the scores and the average of all scores minus the high and low scores.

After several meetings and much discussion the Commission on Aging discussed the ranking chart and voted to fund five partnerships. Attachment A shows the applicants, the projects, the funds requested by each agency, and the amount awarded by the Commission. The Commission made grants in the amount of \$372,770, an amount equal to 49% of the total funds requested by the applicants.

As part of a teambuilding and agenda-setting retreat in 2005, the Commission on Aging discussed a number of revisions to the Set-Aside process which could improve the review of applications and the oversight of grantees. The Commission has agreed to improve the RFP to clearly define the application review process, *eliminate opportunities for applicants to influence the Commission*, develop a “pre-application review” training program to improve standardization, and establish a contractor site visit schedule to improve oversight.

### ***III. RECOMMENDATIONS FROM THE NEEDS ASSESSMENT SURVEY OF OAKLAND SENIORS***

#### **BACKGROUND**

History: The most recent senior service era began in 1987, when the City Manager received the first “Comprehensive Plan for Seniors” from the Office on Aging and the Commission on Aging. The Comprehensive Plan included an assessment of seniors’ needs, an inventory of services provided to seniors, and recommendations for improving Oakland’s senior programs.

The assessment revealed that seniors in Oakland share the same needs (e.g., housing, transportation, health care, nutrition, in-home care, employment, social services, etc.) as those of older adults throughout the nation. The inventory of services showed the areas where Oakland was not meeting the needs of its aging population. Based on this assessment, the “Comprehensive Plan for Seniors” recommended three significant improvements to enhance the City’s programs and services for older adults:

1. Develop and support effective organizational mechanisms to provide ongoing leadership and commitment on behalf of the City for its seniors
2. Give priority to the seniors with special needs (e.g., frail and disabled)
3. Develop a flexible and creative network of senior centers throughout the City, which can respond to the diverse needs of seniors in various geographical areas.

These recommendations have been the guiding principles the City has followed in developing and providing services to older adults. As a direct response to these recommendations, in 1989 the City established the Department on Aging, dedicated solely to serving the needs of Oakland seniors. The Department on Aging is now part of the City's Department of Human Services.

Senior Needs Assessment: In 2004 the Commission on Aging and the Department of Human Services presented the results of a study assessing the needs of older adults living in Oakland. This needs assessment analyzed community attitudes, quality of life, and the concerns of Oakland's senior population. The 2004 Senior Needs Assessment created an objective information resource for the community from which resource allocations, service planning and public policy decisions can be made in a coordinated manner. In 2005, the Senior Needs Assessment was utilized by a number of local agencies for their planning and development initiatives.

## **KEY ISSUES AND IMPACTS**

Needs Assessment Recommendations: The Needs Assessment Steering Committee met several times in 2005 to identify the most pressing issues identified in the Needs Assessment Report, and to develop a plan for action on those issues.

The Steering Committee included representatives from the Department of Human Services, the Oakland Police Department (OPD), City Council, local legislators, the Oakland Housing Authority, the Area Agency on Aging, UC Berkeley, and more than 20 local senior service agencies. The goal of the Steering Committee was to refine the short term and long term recommendations developed in the 2004 Senior Needs Assessment and to prioritize the most pressing concerns for immediate action.

The Steering Committee convened a workshop in August 2005 and asked participants to develop a plan for community partners to work together with the City of Oakland to address the following issues:

- Improve Safety and Security for Oakland Seniors
- Develop Housing Options for Oakland Seniors
- Develop a Resource Directory for Oakland Seniors

As a result of the meeting, several projects have been initiated in these areas.



Safety and Security: The City of Oakland Violence Prevention Plan includes a strategy to “Identify and address violence against seniors.” OPD, DHS and the Commission on Aging have been working on a project called “Feet on the Street,” designed to get seniors out of their homes and help them feel safer. Neighborhood Service Coordinators in targeted neighborhoods lead safety patrols, where seniors and advocates are invited to identify areas of potential crime and environmental barriers. The “Feet on the Street” is part of a block level approach which targets isolated seniors and helps connect them with their community and feel safer.

Senior Service Directory: The Department of Human Services has initiated a project to establish an updated resource directory for Oakland seniors and their families. This directory will list all senior service providers that serve Oakland residents. While the directory is an essential tool to assist Oakland seniors and their families in accessing services, the Department of Human Services and the Commission on Aging are also committed to retaining the “Information and Assistance” program staff at each Senior Center who are available to meet and provide personal assistance when necessary.

Affordable Senior Housing: This priority was identified by all Steering Committee participants as a primary need for Oakland seniors. However, the Steering Committee also recognized that the City of Oakland has limited resources and authority to establish senior housing.

With the support of the Community and Economic Development Agency, the Steering Committee reviewed the city’s community housing projects and funding streams. The Steering Committee recommended that CEDA review affordable housing Requests For Proposal and the application process, and identify areas where priority can be given to comprehensive senior housing projects that provide social services in addition to shelter.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

The goals of the Mayor’s Commission on Aging and the Senior Services Set-Aside grant program are to address the unmet needs of Oakland senior residents. The Senior Services Set-Aside contracts will result in additional services for seniors and persons with disabilities in Fiscal Year 2005-06.

The Commission on Aging is a strong advocate for accessible services for the senior and disabled and will continue to support the City’s efforts.

## **SUSTAINABLE OPPORTUNITIES**

The Set-Aside funding program establishes sustainable opportunities as a result of increased Social Equity, through expansion of services to low-income or otherwise underserved Oakland seniors. All of the organizations approved for funding have a history of successfully serving Oakland seniors. The Senior Services Set-Aside grants 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 who receive services under these programs.

## RECOMMENDATIONS AND RATIONALE

The Commission on Aging respectfully requests the City Council recognize and prioritize the needs of senior residents as the City works to develop a comprehensive disaster preparedness plan.

In addition, the Commission hopes that the Council will address the transportation needs of Oakland seniors by continuing to support the North, West and East Oakland senior shuttles.

## ACTION REQUESTED OF THE CITY COUNCIL

Please accept this report containing the goals, objectives and activities of the Commission on Aging, and the recommendations from the Senior Needs Assessment 2004 Steering Committee. The Commission on Aging and the Department of Human Services applaud the Council's support for Oakland's diverse senior population in the current budget environment.

Respectfully submitted,



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Frank Rose, Chairperson  
Commission on Aging

Prepared by:  
Tracy L. Jensen  
Senior Services Administrator

Attachment A: 2005 Senior Services  
Set-Aside Funding Decisions

**ATTACHMENT A**

<b>2005 SENIOR SERVICES SET-ASIDE FUNDING DECISIONS</b>			
<b>ORGANIZATION</b>	<b>FUNDING REQUESTED</b>	<b>FUNDING AWARDED</b>	<b>PROGRAM NAME</b>
Adult Day Services	\$22,415	\$0	Increasing Access to Adult Day and Other Community Services for Oakland Seniors
Alzheimer's Services	\$15,500	\$0	
Center for Elders Indep.	\$5,000	\$0	
St. Peters Adult Day Care	\$13,500	\$0	
WOHC Berkeley ADHC	\$8,000	\$0	
Lao Family Comm. Dev.	\$27,180	\$27,180	Oakland Refugee Senior Clubs
Vietnamese Comm. Dev.	\$19,640	\$19,640	
Legal Assist. for Seniors	\$45,000	\$45,000	Integrating Services for Grandparents Raising Minors
Family Support Services	\$45,000	\$45,000	
St. Mary's Center	\$45,000	\$45,000	Strengthening & Supporting Seniors in the Community
United Seniors	\$29,950	\$29,950	
Family Bridges, Inc.	\$45,000	\$0	MediCARING for Seniors
Seton Senior Center	\$24,980	\$0	
Environ. Science Inst.	\$45,000	\$0	Nutrition for Low Income Oakland (Homebound) Seniors
Prescott Joseph Center	\$45,000	\$0	
FamilyHood Connection	\$45,000	\$0	
Ombudsman, Inc.	\$45,000	\$45,000	The Oakland Health and Dignity Program
Center for Elders' Indep.	\$26,000	\$26,000	
Korean Comm. Center	\$34,810	\$0	Oakland Korean American Senior Support Program
EB Korean-Amer Sr.Cent.	\$10,080	\$0	
Rebuilding Together Oak.	\$25,000	\$0	Safe at Home
Center for Elders' Indep.	\$0	\$0	
Lavender Seniors (LS partner)	\$44,000	\$0	LGBT Senior of Color Access Project
	\$1,000	\$0	
Lifelong Medical Care, Inc.	\$45,000	\$45,000	Support and Care for the Homebound and At-Risk
Bay Area Comm. Services	\$45,000	\$45,000	
<b>TOTAL:</b>	<b>\$757,055</b>	<b>\$372,770</b>	