

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

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2004 MAY 26 AM 10: 12

**To:** Office of the City Administrator  
**Attn:** Deborah Edgerly  
**From:** Department of Human Services  
**Date:** June 8, 2004

**Re: A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE CONTRACTS BETWEEN THE CITY AND ELEVEN OAKLAND NONPROFIT AGENCIES (1<sup>st</sup> PRESBYTERIAN CHURCH OF OAKLAND, ADULT DAY SERVICES NETWORK OF ALAMEDA COUNTY, ALAMEDA COUNTY COMMUNITY FOOD BANK, BAY AREA COMMUNITY SERVICES, FAMILY BRIDGES, LEGAL ASSISTANCE FOR SENIORS, LIFELONG MEDICAL CARE, MERCY RETIREMENT AND CARE CENTER, SETON SENIOR CENTER, ST. MARY'S CENTER, AND UNITED SENIORS OF OAKLAND AND ALAMEDA COUNTY) TO PROVIDE SERVICES TO SENIOR CITIZENS UNDER THE SENIOR SERVICES "SET-ASIDE" FUNDING FOR FISCAL YEAR 2004-05 IN A TOTAL AMOUNT NOT TO EXCEED \$425,724.**

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**SUMMARY**

This report requests City Council approval of the attached Resolution containing the Commission on Aging's FY 2004-05 senior services funding recommendations in varying amounts to eleven Oakland non-profit senior service providers, in an amount not to exceed \$425,724. 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 staff. The grantees will provide health, transportation, nutrition, day care, and information and assistance services to the diverse Oakland senior population.

**FISCAL IMPACT**

The Department's FY 2004-05 General Purpose Fund Budget (Project P50530) includes \$295,139 in annual funding for the contracts. Another \$130,585 in unspent funds from prior year contracts is available to supplement the budgeted amount to cover the total FY 2004-05 contract costs of \$425,724.

**BACKGROUND**

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 representation from the Commission on Aging, Department staff, Council staff, and senior service

Item No. 7  
Life Enrichment Committee  
June 8, 2004

**Deborah Edgerly**

**DHS – Commission on Aging Annual Report & Funding Recommendations**

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advocates identified priority services and developed options for funding. The services identified by the workgroup as critical needs included 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 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 initially developed through discussions held during a retreat in October 2002, and updated in FY 2003-04 by the Commission on Aging Steering Committee.

For the 2004-05 funding cycle, the Department of Human Services and the Mayor's Commission on Aging will use data from the recently completed "Senior Needs Assessment" to determine the priority service areas for Set-Aside funding. The Commission is developing standards for evaluation 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 in the coming year.

**KEY ISSUES AND IMPACTS**

The primary mission of the Commission on Aging is to support activities to meet the needs of the City's diverse senior population. To accomplish its goals, the Commission advises the City Council on the issues and concerns of seniors, monitors Senior Center activities, and supports the City's senior programming. In October 2002, the Commission on Aging developed the priorities for FY 2003-04 and FY 2004-05 Senior Services Set-Aside grant funding.

"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.

Item No. 7  
Life Enrichment Committee  
June 8, 2004

“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.

### **PROJECT DESCRIPTION**

A bidder's conference was held on March 22, 2004 in City Hall Hearing Room 1 to answer questions and present information about this year's RFP and application review process.

Twenty-one proposals were received by the deadline, with applications totaling \$870,899. The Commission on Aging Steering Committee, composed of the chairpersons from each of the three standing committees, 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, and so it was decided to review those proposals with the Community Support applications.)

The Commission's Community Support and Access Committees then convened several times during the month of April 2004 to rank the applications. The Senior Services Administrator also served as a panelist on both committees and ranked all twenty one 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.

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. The Commission on Aging discussed the ranking chart and voted to accept the top eleven proposals. There was a tie between the proposals ranked at number 10, and so the Commission agreed to fund each of those projects at 50%. The Attachment includes a list of the proposals with the Commission's recommendations highlighted. The attachment also provides a brief description of each grant.

The recommendations were presented to the public at the May 5, 2004 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**

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 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 goals of the Mayor's Commission on Aging and the Senior Services Set-Aside grant program are to address unmet needs of Oakland senior residents. These contracts will result in additional services for seniors and persons with disabilities for the fiscal year 2004-05.

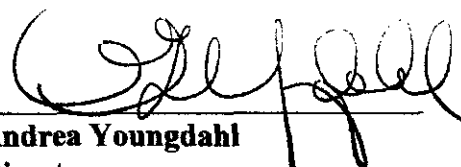
**RECOMMENDATION**

The Commission on Aging and the Department of Human Services recommends awarding 2004-05 Senior Services Set-Aside grants to eleven (11) Oakland nonprofit service providers in amounts from \$22,000 to \$45,000.

**ACTION REQUESTED OF THE CITY COUNCIL**

That the City Council approve a resolution authorizing the City Manager to execute contracts with 1<sup>st</sup> Presbyterian Church of Oakland, Adult Day Services Network of Alameda County, Alameda County Community Food Bank, Bay Area Community Services, Family Bridges, Legal Assistance for Seniors, Lifelong Medical Care, Mercy Retirement and Care Center, Seton Senior Center, St. Mary's Center, and United Seniors of Oakland and Alameda County to provide services for senior citizens under the senior services funding for fiscal year 2004-05 in an amount not to exceed \$425,724.

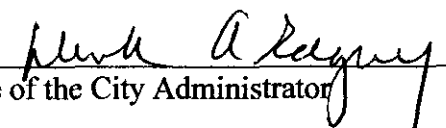
Respectfully submitted,



**Andrea Youngdahl**  
**Director**  
**Department of Human Services**

Prepared by: Tracy Jensen  
Senior Services Administrator  
Department of Human Services

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

  
Office of the City Administrator

Attachment

Item No. 7  
**Life Enrichment Committee**  
**June 8, 2004**

ORGANIZATION	PROGRAM monthly/annual targets	FUNDING requested/recommended
1. Adult Day Services Network of Alameda Co.	Subsidize 1,390 days of adult day care 35-45 low income seniors annually.	\$45,000 / \$45,000
2. Alameda County Comm. Food Bank	Distribute produce at sites for pickup by 850 low-income seniors.	\$45,000 / \$45,000
3. Bay Area Community Services (1)	Provide meals 5 days per week to 45 low income homebound seniors.	\$45,000 / \$45,000
4. Bay Area Community Services (2)	Provide money management services to at least 30 low income seniors annually.	\$25,000
5. Cambodian Community Development	Transport 80 Bay Area Cambodian, Laotian and Mien seniors to Fruitvale SC.	\$45,000
6. Comprehensive Action Network	Provide nutrition, recreation and other services to 300 needy Laurel district seniors.	\$43,700
7. Crisis Support Services of Alameda County	Outreach and education to seniors with depression, drug /alcohol dependence.	\$34,000
8. East Bay Korean-American Sr. Center	Improve access to services for 180 monolingual Korean immigrants monthly.	\$36,920
9. 1 <sup>st</sup> Presbyterian Church of Oakland: The Van Project	Partner with churches to provide transportation to 300+ seniors per year.	\$45,000 / \$22,500
10. Family Bridges, Inc.	Provide info & referral services to 920 monolingual seniors annually.	\$44,990 / \$44,990
11. Fnd. for Osteoporosis Research & Education	Provide Osteoporosis education, outreach and screening to 1000 seniors annually.	\$44,373
12. Lao Family Community Development	Improve services to 125-170 monolingual Mien and Vietnamese seniors annually.	\$45,000
13. Lavender Seniors	Increase access to services for lesbian, gay, bisexual and transgender seniors.	\$44,750
14. Legal Assistance for Seniors	Provide outreach, information and legal representation to grandparent caregivers.	\$45,000 / \$45,000
15. Lifelong Medical Care	Health education and outreach to 275 low-income seniors with chronic diseases.	\$45,000 / \$45,000
16. Mercy Brown Bag	Provide bags of groceries to 760 low-income seniors twice per month.	\$22,000 / \$22,000
17. Seton Senior Center	Expand senior center services to reach 200 monolingual Vietnamese seniors.	\$43,934 / \$43,734
18. St. Mary's Center	Provide outreach to assist more than 600 frail seniors to remain independent.	\$45,000 / \$45,000
19. St. Paul's Episcopal Church	Provide 100 frail isolated seniors with direct contact "friendly visitors" each month	\$45,000
20. United Seniors of Oakland and Alameda County (1)	Provide exercise and nutrition programs for 200 Oakland seniors.	\$45,000 / \$22,500
21. United Seniors of Oakland and Alameda County (2)	Provide in-home support to 60 frail, homebound low-income seniors	\$45,000

OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

*S. Fowler*

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

INTRODUCED BY COUNCILMEMBER.

2004 MAY 26 AM 10:12

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO EXECUTE CONTRACTS BETWEEN THE CITY AND ELEVEN OAKLAND NONPROFIT AGENCIES (1<sup>st</sup> PRESBYTERIAN CHURCH OF OAKLAND, ADULT DAY SERVICES NETWORK OF ALAMEDA COUNTY, ALAMEDA COUNTY COMMUNITY FOOD BANK, BAY AREA COMMUNITY SERVICES, FAMILY BRIDGES, LEGAL ASSISTANCE FOR SENIORS, LIFELONG MEDICAL CARE, MERCY RETIREMENT AND CARE CENTER, SETON SENIOR CENTER, ST. MARY'S CENTER, AND UNITED SENIORS OF OAKLAND AND ALAMEDA COUNTY) TO PROVIDE SERVICES TO SENIOR CITIZENS UNDER THE SENIOR SERVICES "SET-ASIDE" FUNDING FOR FY 2004-05 IN A TOTAL AMOUNT NOT TO EXCEED \$425,724.

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 #11985; and

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

WHEREAS, the City Council has appropriated \$295,139 and the Department of Human Services has carried forward \$130,585 from prior year Senior Services Set-Aside contract balances to provide \$425,724 funds for FY 2004-2005 to Oakland nonprofit organizations that can meet critical senior needs; 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 enter into contracts with eleven highest ranked applicants in an amount not to exceed the amounts specified below for each agency for the period of July 1, 2004 to June 30, 2005:

FY 2004-2005:

1 <sup>st</sup> Presbyterian Church of Oakland	\$22,500
Adult Day Services Network of Alameda County	\$45,000
Alameda County Community Food Bank	\$45,000
Bay Area Community Services	\$45,000

7

**LIFE ENRICHMENT CMTE.**  
**JUN 8 2004**

# OAKLAND CITY COUNCIL

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INTRODUCED BY COUNCILMEMBER.

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Family Bridges, Inc.	\$44,990
Legal Assistance for Seniors	\$45,000
Lifelong Medical Care, Inc.	\$45,000
Mercy Retirement and Care Center	\$22,000
Seton Senior Center	\$43,734
St. Mary's Center	\$45,000
United Seniors of Oakland and Alameda County	\$22,500

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 \_\_\_\_\_, 2004

**PASSED BY THE FOLLOWING VOTE:**

AYES –

NOES –

ABSENT –

ABSTENTIONS –

7

**LIFE ENRICHMENT CMTE.**

**JUN 8 2004**

ATTEST: \_\_\_\_\_  
CEDA FLOYD  
City Clerk and Clerk of the Council  
of the City of Oakland, California