

County of Santa Clara Social Services Agency

Department of Aging and Adult Services Programs
Senior Nutrition Program



CSFC SSA01 021506

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Services

DATE: February 15, 2006

TO: Supervisor James T. Beall, Jr., Chairperson
Supervisor Don Gage, Vice-Chairperson
Children, Seniors & Families Committee

FROM: 
Will Lightbourne
Agency Director, Social Services Agency

SUBJECT: Progress Report and Update on the Senior Nutrition Program.

RECOMMENDED ACTION

Accept progress report and update from the Department of Aging and Adult Services on the Senior Nutrition Program plan targeting nutrition services to under-served seniors in poverty.

FISCAL IMPLICATIONS

There are no fiscal implications.

CONTRACT HISTORY

Not Applicable.

REASONS FOR RECOMMENDATION

In response to a referral from Supervisor Beall at the Children, Seniors and Families Committee (CSFC) meeting May 10, 2005, the Senior Nutrition Program (SNP) presented a status report and update on September 21, 2005 to CSFC.

The status report included SNP outreach and marketing activities, preliminary analysis of non-county food resources, the number of senior housing complexes by supervisorial district and efforts to obtain data from the Council on Aging Silicon Valley (COA) for future planning services. Results were pending from an analysis conducted by the County Planning Department that would present poverty data by supervisorial district using Census 2000 data and focus on individuals in poverty who could be eligible for certain need-based services including the Senior Nutrition Program, the First Five Commission and other need-based services.

At the meeting CSFC requested that SNP provide a future update that included a report identifying nutrition areas, as well as a plan, in cooperation with the cities, relative to funding. The importance of establishing a comprehensive plan was discussed. A directive was issued by CSFC to provide an update report in the beginning of calendar year 2006.

This progress report establishes the basis for the Senior Nutrition Program's planning initiative and provides a comprehensive report on events and data used to formulate the plan.

BACKGROUND

Timeline pertaining to events relative to this report:

October 20, 2004 CSFC meeting – The Senior Nutrition Program presented a proposal for a Strategic Planning Council to develop a strategic funding plan for SNP. The proposal was accepted and a request was made by Supervisor Beall for the County Executive staff to

determine whether data pertaining to seniors could be extracted by supervisorial district from census tract data by the Planning Department.

February 16, 2005 CSFC meeting – The Office of Budget and Analysis reported back to CSFC on census information as to the number of seniors eligible for the Senior Nutrition Program and the number of seniors living in poverty by supervisorial district. The Planning Department developed the report utilizing an estimated methodology. The Senior Nutrition Program reported back on the establishment of a Strategic Planning Council. An initial Strategic Planning Council meeting had been calendared in March 2005. Supervisor Beall noted that District 4 had the second highest number of seniors in poverty and received 7 percent of congregate meals.

May 10, 2005 CSFC meeting – SNP reported back to CSFC on the status of the creation of a Senior Nutrition Strategic Planning Council and reported that a meeting to discuss strategic long range plans with Board of Supervisor aides, COA representatives, city representatives, community-based organizations, Department of Aging and Adult Services staff and Senior Nutrition staff did not convene due to several cities citing an unwillingness to commit to the planning efforts initiated by the Santa Clara County Senior Nutrition Program. A re-consideration of the creation of the Strategic Planning Council was to be discussed with Council On Aging Silicon Valley (COA). A referral was requested by CSFC for SNP to provide an update in September 2005.

June 21, 2005 Board of Supervisors meeting – The Board of Supervisors requested that the Planning Department develop poverty data by supervisorial district using Census 2000 data and focused on those individuals in poverty who may be eligible for certain need-based services including the Senior Nutrition Program, First Five Commission, and other need-based family services.

September 21, 2005 CSFC meeting – The Senior Nutrition Program presented an update and was directed by CSFC to provide a future update at the beginning of the calendar year relative to targeting nutrition services to seniors in poverty.

Board of Supervisors meeting September 27, 2005 – Under advisement from June 21, 2005 the County Department of Planning presented a report back re: people in poverty by

supervisory district. The report was based on Census 2000 data with an emphasis on children, seniors, and families in poverty. The data provided by the Planning Department was integral for SNP to reference quantifiable data that would provide the basis to develop a future plan that would address under served areas of the County and be in context with targeting nutrition services to seniors in poverty.

Data Results

The "Estimating Methodology" that was originally developed for CSFC February 16, 2005 analysis using Census Tracts was used to develop the data identifying the number of seniors in poverty by supervisory district. At that time information on the number of seniors in poverty by supervisory district was provided at the Census Tract level. In this instance, however, the data was refined to develop information from Census Block Groups based on the Board of Supervisors' request to use the smallest level of geography possible to report the data by supervisory district. The data was estimated by applying a practical and appropriate method using a formula based on percentage of population by census block and Census 2000 data.

The Planning Department's foremost issue in developing poverty data by supervisory district is that supervisory districts are created by assembling Census Blocks, and the U.S. Census Bureau does not provide poverty data at this geographic level. The data is available at larger levels of geography. The supervisory districts are also not entirely coincident with the larger levels of geography.

The Planning Department stated that the values reported are estimates based on the methodology used. It is possible that the data used to split Block Groups does not accurately represent the actual distribution because there is a level of uncertainty in the correlation between total population and demographic characteristics that could have an effect on how the populations are disbursed. For this reason ranges were included using the range of the number of individuals for each of the selected populations in each supervisory district based on the analyzed data. The range for Seniors 65 and over in Poverty from the Planning Department (Attachment A: Table 6B) is included for reference .

The Senior Nutrition Program's emphasis was to review and analyze the distribution of seniors in poverty by supervisory district in order to provide guidelines for current and future

planning for potential placement of senior nutrition sites in appropriate geographic areas (Attachment A: Table 6A). The demographic relationship between the locations of senior nutrition sites and the distribution of seniors in poverty was mapped using the analyzed data. The October 2005 revision (Attachment B) was distributed by the Planning Department to the Board of Supervisors and is included for reference. The remainder of the data representing overall individuals, families and children are in the original report.

The data identified pockets of seniors in poverty throughout the County. The SNP congregate meal sites were superimposed providing geographic references in relation to where seniors in poverty are concentrated. While there are many Senior Nutrition sites distributed in areas of poverty, there are other areas where seniors could benefit from additional sites. A plan will address the under served areas and will be in concert with the tenets of the Older Americans Act that prioritizes seniors in the greatest economic and social need and emphasizes the needs of minority older persons.

As a result of the Planning Department data report an examination of under served areas of seniors in poverty was discussed with District 4 staff. On January 3, 2006 representatives from Supervisorial District 4, the Council On Aging, and the Department of Aging and Adult Services met to discuss the Planning Department report. SNP staff reported on potential sites that could be located in under-served areas. It was suggested that a quarterly meeting be scheduled to provide ongoing consultation, discussion, and continuity to the planning process.

A January 17, 2006, the Department of Aging and Adult Services, Supervisorial District 4, and Council on Aging representatives reviewed specific sites for potential expansion of congregate nutrition locations. The following sites have been identified as potential congregate site locations that could meet the goals of expansion in under served areas where seniors in poverty reside. Cost analysis proposals are being developed on the viability of establishing programs.

1. Self-Help for the Elderly – Amber Glow located at 1050 St Elizabeth Dr, San Jose
Self-Help for the Elderly Santa Clara, a current nutrition contractor, proposed this new site. A Monday through Friday congregate meal is projected to serve 55 –75 daily hot meals featuring Chinese and Western cuisine. The facility would have 3 different operations serving different needs of their clients. This would include a Senior Center that would provide the daily hot meals, an Assisted Living environment for resident

seniors, and an Adult Day Care to provide daily onsite services for non-resident seniors.

2. Cypress Senior Nutrition Center, 403 S. Cypress Avenue, San Jose and Kirk Senior Nutrition Center 1601 Foxworthy Ave, San Jose have been identified by the City of San Jose as potential expansion sites that would be funded from the revenue sharing relationship established under the current congregate nutrition agreement with the City of San Jose. Both of these City of San Jose senior nutrition program sites currently serve between 45–60 meals daily, with the potential to serve up to 100 meals. The Kirk center serves a high density area of seniors in poverty.
3. Camden Community Center, 3369 Union Avenue, San Jose is administered by the City of San Jose and is a potential expansion site. Discussions on this site expansion proposal have been held between Department of Aging and Adult Services and City of San Jose staff, with additional meetings planned between San Jose Council Member Judy Chirco and Supervisor Beall to address under-served seniors in poverty living in the Camden area. The Camden Community Center would provide services to a high density area of seniors in poverty.
4. Santa Clara Valley Blind Center, 101 N. Bascom Avenue, San Jose (SCVBC) is a community based organization that is dedicated to increasing the confidence, and quality of life of the blind and visually impaired. Currently over 100 adults attend activities at SCVBC, and have an interest in considering a 1 or 2 day catered hot meal program with the Senior Nutrition Program.
5. Indian Health Center, 1333 Meridian Ave, San Jose (IHC)– The possibility of creating a senior nutrition site was discussed and their staff is assessing their level of interest.

Funding Considerations

All of the above sites are under consideration with further program and cost analysis needed. The program cost analysis currently being conducted to determine fiscal feasibility of expansion will require joint cooperation from Council on Aging, cities, community-based organizations and the County. With fiscal pressures affecting the availability of funds for

expansion at all levels of government and the community, a collaborative effort will ensure that seniors will continue to receive senior nutrition services now and in the future.

The Senior Nutrition Program's progress in establishing future program plans has been solidified with supportable information gathering and analysis. Supportive efforts from the County Board of Supervisors, the Council on Aging Silicon Valley and other municipal and community based organizations have provided the initiative to determine justifiable goals that will positively benefit the seniors of Santa Clara County.

Outreach Efforts

The Senior Nutrition Program continues its participation with the county-wide Food Safety Net committee that includes other Social Service Agency partners and community based organizations to identify and coordinate gaps in available food resources in Santa Clara County.

The Senior Nutrition Program was also invited to join and participate in the County Hunger Gap Analysis Committee with Second Harvest Food Bank, Social Services Agency's (SSA) CalWorks, the Women's Infant and Children Program (WIC) and other community organizations. The Senior Nutrition Program provides the Congregate Meals and Meals on Wheels programs as integral components of this county-wide effort that will be addressed in the County Hunger Gap Analysis report to CSFC later this year. The Second Harvest Food Bank and SSA Cal Works will present and provide results-to-date on behalf of the committee.

SNP also has coordinated with Second Harvest Food Bank programs in the Campbell distribution centers to provide targeted outreach with personal invitations to Brown Bag participants to attend the Campbell Community Center nutrition site. Continued outreach in this area is hoped to stimulate attendance at the Campbell Community Center's nutrition site.

Additional Outreach efforts by the Senior Nutrition Program included ad placements in November and December for the Meals on Wheels program in the San Jose Mercury News that included a solicitation for a newly established Meals on Wheels donation account available to the public. In addition, the availability of the account for donations by SSA

employees was published on the Social Services Agency Intranet. The Meals on Wheels donation account will also be included as an ongoing account in the Santa Clara County Combined Giving Campaign next year. \$2,130 dollars have been contributed to date.

SNP is continuing its pursuit of establishing an online donation link to receive donations to the Meals on Wheels Program. The Board of Supervisors accepted a recommendation from the Office of the County Executive on January 10, 2006 to retain the current practice established for acceptance of Electronic Fund Transfer Payment Methods by the County Finance Agency Controller–Treasurer Department. SNP will follow up with SSA Information Systems Department and County Information Services Department to continue assessment of the online donation project.

SNP has participated in recent community outreach events including: the Health Fair sponsored by State Assemblymember Rebecca Cohn, the Project Homeless Connect Event, the Department of Aging and Adult Services Resource Faire, Valley Transportation Agency (VTA) Community Outreach Event at the Great Mall Milpitas and the West Valley Winter Senior Walk at the Westgate Mall with Supervisor Beall.

SNP has partnered with COA and is scheduled to participate in a nation–wide "March for Meals on Wheels" campaign sponsored annually by the Meals on Wheels Association of America (MOWAA) to call attention to the problem of senior hunger in America. From March 7–9 2006, Meals on Wheels programs nationwide will ask local mayors to distribute home–delivered meals in a special "Mayors for Meals" promotion of the March for Meals campaign. Invitations were mailed to our city mayors requesting their participation. The mayors from the following cities and towns have accepted the invitation to participate: Campbell, Cupertino, Gilroy, Los Gatos, Milpitas, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, and Sunnyvale.

Next Steps

Cost analysis will be undertaken for proposed expansion sites. When funding sources and amounts are identified, a recommendation will be developed. Assessment of under–served seniors in poverty will continue for the entire county.

The collaborative process involving supervisory staff, city and community based organization representatives, Department of Aging and Adult Services and Senior Nutrition Program staff demonstrates that the County is committed to establishing practices and processes that will best meet the needs of seniors in the community.

CONSEQUENCES OF NEGATIVE ACTION

Negative action will result in CSFC not accepting this report from the Senior Nutrition Program.

STEPS FOLLOWING APPROVAL

The Clerk of the Board will follow the usual steps for this type of report.

ATTACHMENTS

- Attachment A: Seniors over 65 in Poverty by Supervisorial District
- Attachment B: Seniors 65 and older in Poverty by Census Block Group

Senior Nutrition Progress Report and Update CSFC Feb 15, 2006

Attachment A: Seniors 65 years and older in Poverty

For seniors in poverty the following data was presented by supervisorial district for seniors 65 years and older in Poverty:

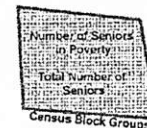
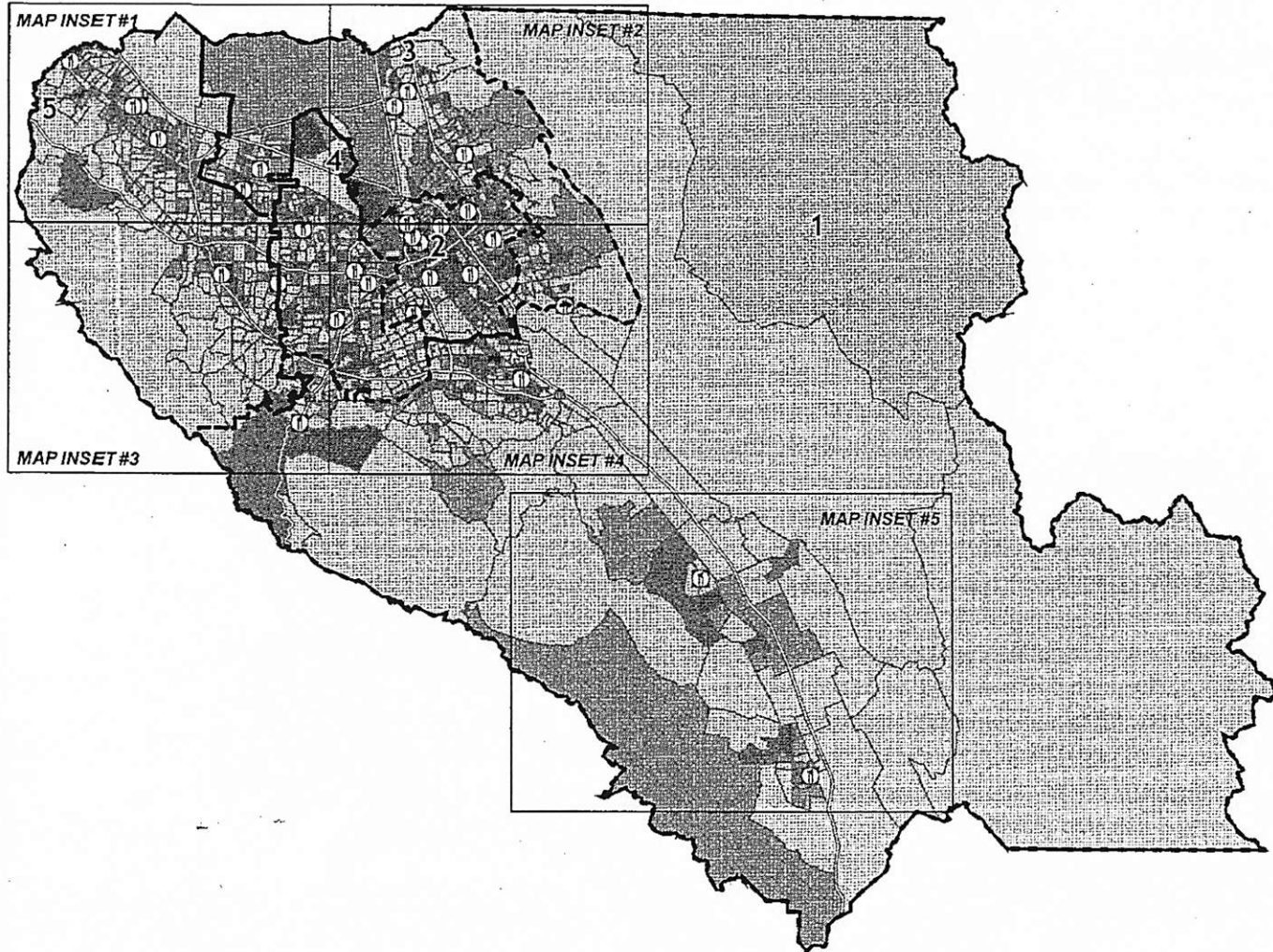
Table 6A: Seniors 65 years and older in Poverty

	Total Seniors 65+*	Seniors 65+ in Poverty*	Percent of Seniors 65yrs+ in Poverty
District 1	27,127	1,373	14.0%
District 2	24,624	2,726	27.7%
District 3	24,959	1,552	15.8%
District 4	34,889	2,418	24.6%
District 5	42,731	1,773	18.05
Total	154,330	9,842	100%

Table 6B: Seniors 65 years and older in Poverty

	Range: Total Seniors 65yrs+ *	Range: Seniors 65yrs+ in Poverty *
District 1	82,071 - 84,984	2,508 - 2,547
District 2	63,366 - 64,469	5,368 - 5,395
District 3	76,161 - 78,221	2,256 - 2,356
District 4	79,673 - 84,697	2,512 - 2,702
District 5	85,545 - 87,394	1,782 - 1,841

* This is the highest income to poverty ratio reported in Census 2000 data.



① Senior Nutrition Program Site (34 sites)

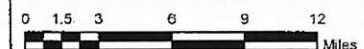
Block Groups

% of Adults 65 Years and Older in Poverty

- 0 - 5%
- >5 - 10%
- >10 - 20%
- >20 - 40%
- >40 - 100%

Block Group w/o Adults 65+ Years

Supervisor District Boundary



Adults 65 and Over in Poverty data was obtained from Census 2000.

Senior Nutrition Program Sites were obtained from the Aging and Adult Services, Social Services Agency, County of Santa Clara.

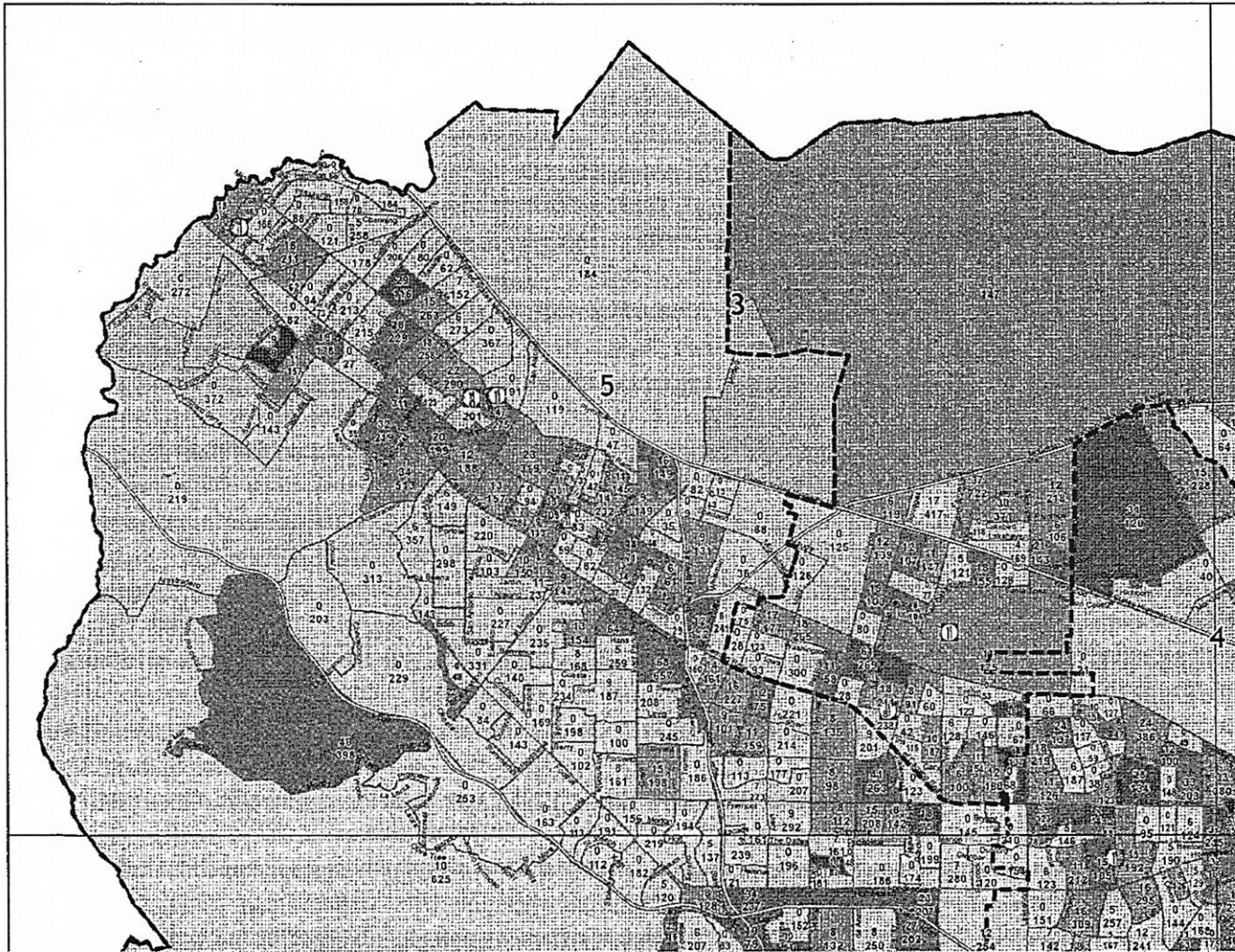
This map was produced by the Santa Clara County Planning Office, October 2005. The GIS data was obtained from a variety of sources. While deemed reliable, the Planning Office assumes no liability.



Adults 65 Years and Older in Poverty by Block Group with Senior Nutrition Program Sites

**MAP INSET
#1**

Number of Seniors
in Poverty
Total Number of
Seniors
Census Block Groups



① Senior Nutrition Program Site (34 sites)

Block Groups

% of Adults 65 Years and Older in Poverty

- 0 - 5%
- >5 - 10%
- >10 - 20%
- >20 - 40%
- >40 - 100%

Block Group w/o Adults 65+ Years

Supervisor District Boundary

0 0.4 0.8 1.6 2.4 3.2
Miles

Adults 65 and Over in Poverty data was obtained from Census 2000.

Senior Nutrition Program Sites were obtained from the Aging and Adult Services, Social Services Agency, County of Santa Clara.

This map was produced by the Santa Clara County Planning Office, October 2005. The GIS data was obtained from a variety of sources. While deemed reliable, the Planning Office assumes no liability.



Adults 65 Years and Older in Poverty by Block Group with Senior Nutrition Program Sites

**MAP INSET
#2**

Number of Seniors
in Poverty
Total Number of
Seniors
Census Block Groups



Senior Nutrition Program Site (34 sites)

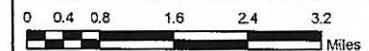
Block Groups

% of Adults 65 Years and Older in Poverty

- 0 - 5%
- >5 - 10%
- >10 - 20%
- >20 - 40%
- >40 - 100%

Block Group w/o Adults 65+ Years

Supervisor District Boundary



Adults 65 and Over in Poverty data was obtained from Census 2000.

Senior Nutrition Program Sites were obtained from the Aging and Adult Services, Social Services Agency, County of Santa Clara.

This map was produced by the Santa Clara County Planning Office, October 2005. The GIS data was obtained from a variety of sources. While deemed reliable, the Planning Office assumes no liability.



**Adults 65 Years and Older in
Poverty by Block Group with
Senior Nutrition Program Sites**

MAP INSET
#3

Number of Seniors
in Poverty
Total Number of
Seniors
Census Block Groups

1 Senior Nutrition Program Site (34 sites)

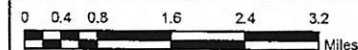
Block Groups

% of Adults 65 Years and Older in Poverty

- 0 - 5%
- >5 - 10%
- >10 - 20%
- >20 - 40%
- >40 - 100%

Block Group w/o Adults 65+ Years

Supervisor District Boundary



Adults 65 and Over in Poverty data was obtained from Census 2000.

Senior Nutrition Program Sites were obtained from the Aging and Adult Services, Social Services Agency, County of Santa Clara.

This map was produced by the Santa Clara County Planning Office, October 2005. The GIS data was obtained from a variety of sources. While deemed reliable, the Planning Office assumes no liability.



Adults 65 Years and Older in
Poverty by Block Group with
Senior Nutrition Program Sites



MAP INSET #4

Number of Seniors
in Poverty
Total Number of
Seniors
Census Block Groups

1 Senior Nutrition Program Site (34 sites)

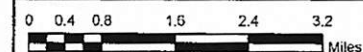
Block Groups

% of Adults 65 Years and Older in Poverty

- 0 - 5%
- >5 - 10%
- >10 - 20%
- >20 - 40%
- >40 - 100%

Block Group w/o Adults 65+ Years

Supervisor District Boundary



Adults 65 and Over in Poverty data were obtained from Census 2000.

Senior Nutrition Program Sites were obtained from the Aging and Adult Services, Social Services Agency, County of Santa Clara.

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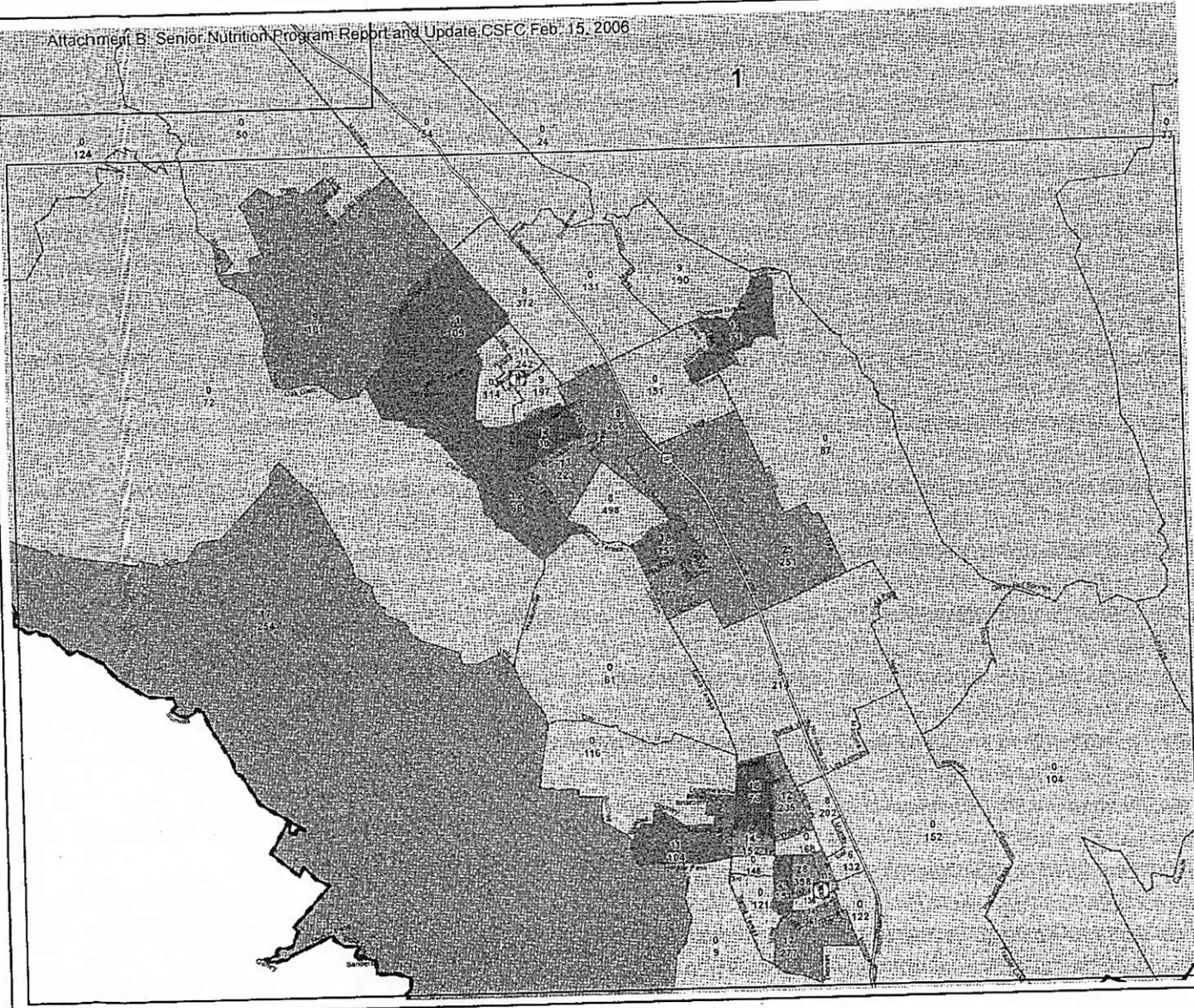


Adults 65 Years and Older in
Poverty by Block Group with
Senior Nutrition Program Sites

1

**MAP INSET
#5**

Number of Seniors
in Poverty
Total Number of
Seniors
Census Block Groups



1 Senior Nutrition Program Site (34 sites)

Block Groups
% of Adults 65 Years and Older in Poverty

- 0 - 5%
- >5 - 10%
- >10 - 20%
- >20 - 40%
- >40 - 100%
- Block Group w/o Adults 65+ Years
- Supervisor District Boundary

0 0.5 1 2 3 4 Miles

Adults 65 and Over in Poverty data was obtained from Census 2000.
 Senior Nutrition Program Sites were obtained from the Aging and Adult Services, Social Services Agency, County of Santa Clara.

This map was produced by the Santa Clara County Planning Office, October 2005. The GIS data was obtained from a variety of sources. While deemed reliable, the Planning Office assumes no liability.

Adults 65 Years and Older in Poverty by Block Group with Senior Nutrition Program Sites