

County of Santa Clara Social Services Agency

Department of Aging and Adult Services Programs
Senior Nutrition Program



CSFC SSA02 051006

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DATE: May 10, 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: Senior Nutrition Program Progress Report and Update

RECOMMENDED ACTION

Accept progress report and update from the Department of Aging and Adult Services on the Senior Nutrition Program (SNP) cost and program analysis considering expansion of nutrition services to underserved areas of seniors in poverty.

FISCAL IMPLICATIONS

As directed by the Chair of the Children, Seniors, and Families Committee, SNP completed a program and cost analysis to consider expansion of nutrition services to underserved areas of seniors in poverty. The analysis estimated that \$45,000 would be needed to add 14,000 additional congregate nutrition meals in targeted areas considering revenue sources as follows:

| | |
|---|------------------|
| Program Costs for Expansion | <u>\$100,000</u> |
| Less Identified Revenue: | |
| Title IIIC Funds | \$25,000 |
| Nutrition Services Incentive Program (NSIP) | \$ 5,000 |
| Participant Contributions | \$15,000 |
| Program Match (10% minimum contractor contribution) | \$10,000 |
| Total Revenue | <u>\$55,000</u> |
| Additional Funds Needed: | <u>\$45,000</u> |

Council on Aging Silicon Valley (COA) will contribute towards the expansion efforts by increasing the annual Federal Title IIIC allocation by \$25,000. An estimated 14,000 additional annual meals would generate \$5,000 in Federal Nutrition Services Incentive Program (NSIP) formerly known as United States Department of Agriculture (USDA) and \$15,000 in estimated participant revenue.

If there were a RFP process, the selected vendor would be required to provide 10% program match if it were a Community Based Organization (CBO) or 50% program match if the vendor were a municipality. This requirement insures that the contractor has a shared fiscal commitment in providing senior nutrition services. No additional sources of revenue have been identified to fund the \$45,000 deficit.

CONTRACT HISTORY

Not Applicable.

REASONS FOR RECOMMENDATION

At the February 15, 2006 Children, Seniors and Families Committee (CSFC) Meeting, the Department of Aging and Adult Services' Senior Nutrition Program presented a status report on SNP's efforts to underserved seniors in poverty by supervisorial district.

Two reports created by the Planning Department provided the data used by SNP for program and demographic analysis. The first report presented to CSFC on February 16, 2005, provided census information analyzing the number of seniors aged 65 and over and living in poverty by supervisorial district. The table of Seniors aged 65 and over living in Poverty (Attachment A) is included for reference. The second report, presented to the Board of Supervisors on September 27, 2005, further detailed data on children, seniors, and families living in poverty by census tract. This report also mapped SNP congregate nutrition sites by supervisorial district and their demographic relationship to census tract with seniors in poverty.

The Planning Department data indicated that underserved seniors in poverty are distributed throughout the County. While many are currently being served by Senior Nutrition Program sites, there are pockets of seniors who do not have access to congregate nutrition sites near their homes. The data also identified that the areas with the most census blocks of underserved seniors in poverty were located in the City of San Jose within Supervisorial District 4.

This report provides a recommendation based on program and cost analysis as well as collaborative discussions with Council on Aging Silicon Valley staff, representatives from Supervisorial District 4, and Department of Aging and Adult Services staff.

BACKGROUND

October 20, 2004 – SNP presented a proposal for the creation of a Strategic Planning Council to develop a strategic funding plan for SNP. The proposal was accepted and a request was made by Supervisor Beall to obtain data from the Planning Department.

May 10, 2005 – SNP reported back that the Strategic Planning Council did not convene due to several cities citing an unwillingness to commit to the planning efforts initiated by the Senior Nutrition Program. A reconsideration of the creation of the Strategic Planning Council was to be discussed with Council on Aging Silicon Valley (COA) with an update to be provided to CSFC in September 2005.

September 21, 2005 – SNP presented an update and was directed by CSFC to provide a report at the beginning of the calendar year relative to targeting seniors in poverty

February 15, 2006 – SNP update identified sites for potential expansion of congregate nutrition locations. The following were identified as potential congregate sites:

Self-Help for the Elderly – Amber Glow 1050 St. Elizabeth Drive, San Jose

Cypress Senior Nutrition Center 403 S. Cypress Avenue, San Jose

Kirk Senior Nutrition Center 1601 Foxworthy Avenue, San Jose

Camden Community Center 3369 Union Avenue, San Jose

Santa Clara Valley Blind Center 101 N. Bascom Avenue, San Jose

Indian Health Center 1333 Meridian Avenue, San Jose

Program analysis identified these sites as potential locations that could meet the needs of underserved areas. Next steps were to project the cost of the proposed expansion.

To ensure potential contractors would not be excluded from review, a general interest survey was sent out in February 2006 throughout Santa Clara County to determine the level of interest of potential contractors or current contractors interested in expanding their programs. Eleven current nutrition contractors expressed an interest in possible expansion. Three responses were received from other community based organizations (CBOs) indicating interest in submitting a proposal for a congregate nutrition program.

Outreach

The recommendation to expand the number of sites is part of a continuing effort to improve and expand senior nutrition services to the most frail and elderly populations in the County. In order to increase awareness of the Senior Nutrition Program and the services that it provides,

SNP continues to promote its services through outreach to the community. Current efforts include:

A one day a week pilot program was recently initiated by the Live Oak Senior Nutrition and Services Center in Los Gatos, to deliver and provide catered hot meals to Villa Vasona. Villa Vasona is a Housing and Urban Development (HUD) apartment complex. This pilot was implemented as an outreach effort to encourage seniors to use the Los Gatos/Campbell senior nutrition sites on other week days.

The Santa Clara Valley Blind Center (SCVBC) initiated a one day a week pilot program in March 2006 serving a catered hot lunch and a take home dinner salad to blind or visually impaired seniors. SCVBC provides rehabilitative services and programs to legally blind and to visually impaired persons to help them remain independent. The pilot was initiated to provide meals to a senior population not being served by SNP and to assess the participants' responses to the program. Participants' responses were favorable regarding the availability of the program and the quality of the meals served.

SNP participated in a nationwide "March for Meals on Wheels" campaign sponsored by the Meals on Wheels Association of America (MOWAA) to call attention to the problem of senior hunger in America. From March 6–9, 2006 local city mayors in Santa Clara County distributed home delivered meals in a special "Mayors for Meals" promotion for the March for Meals campaign.

Seven mayors and four vice mayors from the cities and towns of Campbell, Cupertino, Milpitas, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga, and Sunnyvale personally delivered meals to homebound seniors.

The MOW promotion generated coverage by local newspapers and radio. City representatives expressed their appreciation of the County's Meals on Wheels program. They all acknowledged the importance of Meals on Wheels in providing essential nutrition to homebound seniors and in helping seniors to live independently.

In March and April 2006 , SNP sent 3,000 mailers to all senior households in the cities of Campbell, Gilroy, and Santa Clara to promote the availability of the Congregate meals and the Meals on Wheels Programs to seniors in those cities. These households were identified by

using a marketing distribution database based on updated Census 2000 data.

SNP participates as a member of the Food and Hunger Gap Analysis Group in collaboration with the Second Harvest Food Bank, the Women, Infant, and Children (WIC) program, and other members of the Employment Support Initiative Safety Net Committee. This group provides data on the food gap that affects many children, families, and seniors daily. The initial Food and Hunger Gap Report, provided to CSFC in March 2006, reinforced the fact that many children, seniors, and families meet nutrition needs by using a multitude of resources including: the Food Bank, food stamps, brown bag programs, meals on wheels, and congregate nutrition programs.

Next Steps

SNP will continue to identify other funding sources for expansion of nutrition services to underserved areas of seniors in poverty.

SNP continues its efforts to raise awareness by promoting existing services to seniors over the age of 60. As the County's demographics change, i.e. the great increase in the aged population, SNP needs to change and meet the need for increased nutrition services; and insure that those services are provided to the most needy populations.

CONSEQUENCES OF NEGATIVE ACTION

Negative action will result in the Children, Seniors, and Families Committee not accepting this report to expand nutrition services to underserved seniors in living in poverty.

STEPS FOLLOWING APPROVAL

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

ATTACHMENTS

- Seniors 65 and Over in Poverty

Senior Nutrition Progress Report and Update CSFC May 10, 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% |

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

Source: Content from September 27, 2005 Memo to County Board of Supervisors from Steven Golden, Planner III, County Planning Department.