



Date: April 4, 2019
To: Patrick H. West, City Manager *T.M.L.*
From: Gerardo Mouet, Director, Parks, Recreation and Marine *GM*
For: Mayor and Members of the City Council
Subject: **Senior Citizen Programming Plan in the Amount of \$100,000**

As part of the FY 19 Adopted Budget, the City Council allocated one-time funds of \$100,000 for senior citizen programming. City Council also directed the Parks, Recreation and Marine Department to work with the Senior Citizen Advisory Commission on a programming plan and to report back to the Budget Oversight Committee to review and forward recommendations to the City Council. This proposed plan will be reviewed at the April 9, 2019 Budget Oversight Committee meeting.

Staff that work daily with the Long Beach senior population used their industry knowledge and experience and consulted the 2016 Older Adult Strategic Plan to develop a conceptual plan for how to best use these funds. Three key elements were kept in mind in the development of this plan, including:

- The importance of volunteerism both to provide the older adult population volunteer opportunities and to bring volunteers from the community to get involved with seniors.
- Easy access to senior programming services to mitigate City senior programming is limited to six sites and the recognition that there are many parts of the City that don't have a nearby senior programming site.
- There is a need to engage more proactively with the senior population in Long Beach as there are many seniors who are not aware of the services provided.

Senior Citizen Advisory Commission

Staff worked with Chair Robert Finney and Vice Chair Nadia Tushnet to refine the development of the plan and the plan was presented to the full Senior Citizen Advisory Commission meeting on March 13, 2019. The recommended plan included a full 12-month period of use of the \$100,000 one-time programming monies to implement the following four components:

1. Invest \$30,000 in volunteer coordination. Staff will coordinate volunteer opportunities for seniors and new volunteers who want to be involved with senior programs citywide.
2. Invest \$40,000 for staff to coordinate senior programming at the Expo Center in North Long Beach.

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3. Invest \$20,000 in enrichment programs and classes at various park sites where we don't currently offer opportunities for older adults. This would be a Senior Mobile Traveling program.
4. Invest \$10,000 for staff to promote outreach and enhance greater opportunities for seniors and make them aware of City-provided programming and the benefits the Senior Citizen Advisory Commission provides to the community.

The March 13, 2019 Commission meeting was attended by over 40 members of the community, including representatives from the California State University, Long Beach offering volunteer opportunities for their students to get involved with our seniors and a significant number of seniors representing the Expo Center.

The Senior Citizen Advisory Commission made the following motion and was unanimously approved:

The Senior Citizen Advisory Commission supports this plan for allocated funds for Senior Programs as presented by staff. The Commission also recommends that the funds be made structural in the FY 20 Budget.

If you have any questions regarding the plan, please contact me at (562) 570-3170.

GM/vhd
EXEC ASST/CW/2019TFF

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