



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 09/07/2021

ITEM NO: 7

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**DATE:** August 27, 2021  
**TO:** Mayor and Town Council  
**FROM:** Laurel Prevetti, Town Manager  
**SUBJECT:** Consider Recommendations from the Community Health and Senior Service Commission for the Allocation of \$500,000 of American Recovery Plan Act (ARPA) Funding to Restore and Enhance Senior Service Provision Due to the Disproportionate Impacts on the Older Adult Community from COVID-19 and Provide any Additional Direction to Staff and Authorize an Expenditure Budget Adjustment in the Amount of \$500,000 from Available ARPA Proceeds to Cover those Services.

**RECOMMENDATION:**

Consider recommendations from the Community Health and Senior Service Commission for the allocation of \$500,000 of American Recovery Plan Act (ARPA) funding to restore and enhance senior service provision due to the disproportionate impacts on the older adult community from COVID-19 and provide any additional direction to staff and authorize an expenditure budget adjustment in the amount of \$500,000 from available ARPA proceeds to cover those services.

**BACKGROUND:**

On June 15, 2021, the Town Council received the Community Health and Senior Service Commissions (CHSSC) assessment report on senior service provision in Los Gatos (Attachment 1). At the conclusion of the Council discussion, the following direction was provided to staff and the CHSSC.

- Council created a Committee to establish longer range goals for senior services in Town. The Committee would include the CHSSC, Councilmembers, service club representation,

**PREPARED BY:** Arn Andrews  
Assistant Town Manager/CHSSC Liaison

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Reviewed by: Town Manager, Town Attorney, and Finance Director

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BACKGROUND (continued):

Chamber representation, service providers, and senior community leaders. Staff was to return to Council with a recommended list of composition of the Committee. Council adopted the composition of the Committee at its August 3, 2021 meeting.

- The Council allocated \$500,000 in ARPA funding to address identified short-term senior service provision needs in next 12 months.
- The CHSSC was to develop recommendations for Council on how to allocate the \$500,000 to create a more restore and enhance provision of senior services over the next 12 months.

Given Council's direction, staff and the CHSSC solicited senior service provision proposals and reviewed those proposals for alignment with the CHSSC assessment and Council considerations. The Commission received proposals from Los Gatos Saratoga Recreation (LGS Rec), Saratoga Area Senior Coordinating Council (SASCC), and KCAT. The Commission met on June 22, July 7, and July 27 to review submissions, ask questions of respondents, and request additional materials. On August 31, 2021, the CHSSC held their final meeting to discuss the service provider final submissions and determine ARPA allocation recommendations for Council.

DISCUSSION:

Following are summaries of the service provider proposals. Attachment 2 contains the complete submissions from LGS Rec, SASCC, and KCAT.

*LGS Rec*

The LGS Rec proposal is for the full \$500,000 allocation divided between \$383,700 toward pre-pandemic service restoration and \$116,300 toward service expansion. Elements of the LGS Rec proposal include:

LGS Rec would return hours to furloughed staff to focus on senior services. In addition, the LGS Rec financial model includes leveraging ARPA funding with a match from non-Town sources for operational expenses up to 0.5 FTE for each classified staff compensation and benefits. The proposal acknowledges that senior services is a front-facing enterprise which relies on staffing to interface with the community to facilitate programming. The proposal also envisions the formation of an ARPA Grant Oversight Committee to act as a governing body and provide oversight of all elements covered by the grant award.

Programmatic commitments include the resumption of hardcopy publication and mail distribution of The Print, enhanced volunteer recruitment and strategic partner collaboration, expanded 55+ program accessibility at multiple facilities, resumption and increased event production, and increased membership goals.

DISCUSSION (continued):

SASCC

SASCC provided five proposals that could be engaged on an a la carte basis except for the Community Assessment Survey for Older Adults (CASOA) and Coordination services. SASCC stated that the Senior Services Coordination efforts are intended to be informed by the CASOA results. The proposal budgets range from \$21,500 to \$63,500.

The Outlook (\$30,000) - An age-friendly community newspaper reaching every home in Los Gatos monthly. The Outlook can be used in a variety of ways to reach Los Gatos residents with important information, public notices, and community news.

Community Assessment Survey for Older Adults (\$21,500) – CASOA serves as a strategic planning and evaluation tool. Data from the survey are used to develop informed service plans and to determine how resources may be allocated to achieve desired short-term goals, as well as to assist in forecasting long-term needs and solutions.

Senior Services Coordination (63,500) - Creating a new roadmap for the Town's Age Friendly efforts, using the Community Assessment for Older Adults data as a guide.

Los Gatos Age-Friendly Health Fair (\$30,000) - A free and fun community-wide event designed to encourage healthy living and an active, engaged lifestyle across all ages. Free health screenings, vaccinations, resources, and information for the whole community.

Los Gatos Senior Resource Drive-Through Events (\$10,000) - Popup resource fairs designed to provide support, information, community resources and a free meal to older adults while they remain in the comfort of their vehicles.

KCAT

The KCAT proposal seeks \$200,000 in funding to develop a community of 55+ volunteers who would help create and run local public access TV and internet radio. The program entitled “The Producers” would utilize KCAT staff to teach and train community members how to produce, film, edit, and broadcast video, TV shows, and radio. The program is designed to help ease senior isolation through increased senior engagement.

KCAT envisions a stream of individuals and groups of seniors coming in-studio to develop and produce entire seasons of shows on an on-going, rolling basis, with one group following and coordinating with the other as they navigate the production process together. In-studio production would include everything from talent searching, scriptwriting, set design, curating

DISCUSSION (continued):

shows, and ultimately developing programming which may include advertising and potential revenue streams.

CONCLUSION:

The following table provides a summary of individual Commissioner allocation recommendations which all total \$500,000. Commissioner Bloom needed to recuse himself due to a relationship with one of the providers and the Youth Commissioner has not yet been appointed for this fiscal year.

SERVICE PROVIDER PROPOSALS	Proposed Budget	Konrad	Rossmann	Norcia	Rahmil
LGS Rec – Pre-pandemic Service Restoration	\$383,700	383,700	380,000	365,000	365,000
LGS Rec – Service Expansion	\$116,300	0	0	50,000	50,000
SASCC – Outlook Community Newspaper	\$30,000	30,000	0	10,000	10,000
SASCC – Community Assessment Survey	\$21,500	0	0	0	0
SASCC – Senior Services Coordination	\$63,500	16,300	0	0	0
SASCC – Age Friendly Health Fair	\$30,000	10,000	15,000	10,000	10,000
SASCC – Senior Resource Drive Through Events	\$10,000	10,000	5,000	5,000	5,000
KCAT – “The Producers” 55+ Volunteer Program	\$200,000	50,000	100,000	60,000	60,000
<b>TOTAL</b>	<b>\$855,000</b>				

As the table illustrates, there were some areas of consensus; however, at differing dollar allocations and other areas of no consensus. In general, there was broad agreement to fund the majority of the LGS Rec service restoration proposal.

CONCLUSION (continued):

There was also broad agreement to fund the SASCC Health Fair and Senior Drive Through proposals and the KCAT "Producers" proposal, however, at differing dollar allocations. There was a majority consensus to fund the SASCC Outlook proposal but again at differing dollar allocations. Majority consensus was not achieved for the LGS Rec Service Expansion, SASCC Community Survey, and SASCC Service Coordination proposals.

Staff generally concurs with the Commission's assessment with the exception of the Community Assessment Survey proposal. While the Commission has a good understanding of older adult issues facing the community through their role on the Commission, the Council may wish to consider bringing this item forward to the new Senior Service Committee. Given that the Committee is tasked with developing a roadmap for long-term service provision in Town, a statistically valid survey from a broader older adult sample size could yield valuable information during the initial phase of the Committees work.

COORDINATION:

This staff report was coordinated with the Town Manager, Town Attorney, and Finance Director.

FISCAL IMPACT:

There is sufficient funding from the ARPA proceeds to cover the proposed services..

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

Attachments:

1. CHSSC Senior Needs Assessment
2. Service Provider Proposals