



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Julie Edmonds-Mares
Jennifer A. Maguire

**SUBJECT: SENIOR NUTRITION
TRANSPORTATION**

DATE: May 18, 2012

Approved

Date

5/18/12

RECOMMENDATION

1. Approve the following amendments to the 2012-2013 Proposed Operating Budget in the General Fund:
 - a. Increase the Personal Services appropriation in Parks, Recreation and Neighborhood Services Department by \$85,838
 - b. Decrease the Non-Personal/Equipment appropriation in the Parks, Recreation and Neighborhood Services by \$85,838
2. Approve the following position addition to the 2012-2013 Proposed Operating Budget:
 - a. 1.0 Recreation Program Specialist in the Parks, Recreation and Neighborhood Services Department

BACKGROUND

The City of San José provides congregate meal service to senior participants at 14 community centers throughout the City. To complement the Senior Nutrition Program and address participants' transportation needs, the Department of Parks, Recreation and Neighborhood Services (PRNS) previously provided complimentary van service for participants at various centers. At the height of service in 2009-2010, seven Senior Nutrition Program sites (Cypress, Southside, Gardner, Mayfair, Willow Glen, Seven Trees, and Alma) offered van service. As part of the Senior Nutrition Program service delivery modification in fall 2011, van drivers associated with the program were eliminated. Restoration of this model, serving seven sites, would cost \$283,065.

In 2011-2012, the City of San José committed \$50,000 of the \$400,000 of Senior Services and Wellness funds to senior transportation services. Further, Santa Clara County contributed \$62,000 for paratransit services at City of San José Senior Nutrition Program sites, for a combined total subsidy of \$112,000. This amount serves approximately 150 seniors through paratransit, carpool incentives, fixed route transit subsidies, and limited taxi service. In 2012-2013 per City Council approval of the Mayor's March Budget message, the Proposed Budget contains ongoing funding of \$400,000 and one-time funding of \$200,000 for the continuation of the Senior Services and Wellness Program.

ANALYSIS

Data from Summer 2010 indicates that an average of 86 participants per day were transported to community centers in City vans at the height of service, with 155 unique participants being served on varying days. Further, 90 participants were transported via paratransit for a combined total of 245 riders. Conversations with former van participants revealed that approximately 100 individuals were actively riding City vans leading up to the elimination of the service. Recent efforts to connect impacted participants to various options have revealed that approximately 40-60 unduplicated participants remain without a reliable transportation alternative. Analysis also indicates that while a strong majority of former van participants are still attending the program, in many cases participants are attending fewer days per week than when van service was available. This means fewer trips are being made and therefore daily average participant numbers have decreased somewhat in relation to the end of transportation services.

The Department's recommendation in addressing this need is to further investment in a Mobility Management model of senior transportation services. The key principle of Mobility Management is facilitating access to a range of cost-effective transportation solutions meeting an individual's needs. Examples include: subsidized Valley Transportation Authority (VTA) passes, bus buddy programs, healthy walking groups, paratransit, emergency taxi service and the Friendly Rides gas car reimbursement program. This comprehensive approach is a national trend promoted by the Federal Transit Administration (FTA) based in the directives of Executive Order 13330 "Human Services Transportation Coordination." To realize Mobility Management alternatives to the fullest potential at all 14 program sites, an additional \$25,000 allocation will be necessary to support these transportation services.

PRNS' transportation partner Outreach and Escort Inc. (Outreach) features a strong existing infrastructure promoting various mobility alternatives. Outreach is the only recognized Consolidated Transportation Service Agency (CTSA) in Santa Clara County, certified by the County Board of Supervisors and the Metropolitan Transportation Commission (MTC). Outreach has realized cost efficiencies in various modes of transportation. With this in mind, PRNS seeks to facilitate and coordinate senior transportation services by leveraging the lower unit costs realized by Outreach. Further, the organization has preliminarily committed to training City of San José staff in the One-Call/One-Click Transportation Resource Center and agreed to assist in program implementation. Additionally, as part of a comprehensive approach to senior mobility across Santa Clara County, the Council on Aging Silicon Valley (COA) is beginning a program to train up to 45 lower-income seniors as mobility managers. These individuals will serve as peer educators at sites throughout Santa Clara County and may be a valuable resource in promoting and advancing mobility management alternatives in San José community centers.

The Department's mobility management efforts are in the early stages of implementation and can be fully realized in 2012-2013, given appropriate resources, i.e., a senior transportation coordinator. Consistent with community recommendations, this individual would be assigned the collateral duty of Senior Nutrition Program volunteer coordination. The cost of a Recreation Program Specialist to fill this role would be \$85,838. This Specialist would serve as a facilitator

on alternative modes of transportation and work directly with impacted participants on individualized solutions, as well as serve as an essential point of contact with COA and Outreach.

City Senior Services and Wellness/Transportation Funding	2012-2013	Ongoing
Transportation Services	\$75,000	\$75,000
Mobility Manager Recreation Program Specialist	\$85,838	\$85,838
CBO/Administration	\$439,162	\$239,162
Total City Senior Services and Wellness/Transportation Funding	\$600,000	\$400,000

County Transportation Funding	2012-2013	Ongoing
Transportation Services*	\$75,000	\$75,000
Total County Transportation Funding	\$75,000	\$75,000

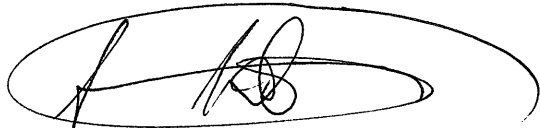
*Increase of \$13,000 from 2011-2012, funding assumed to be ongoing but subject to future County appropriations

SUMMARY

In facilitating access to a range of mobility alternatives, the Department will be better positioned to connect Senior Nutrition Program participants to appropriate, cost-effective transportation services. In adopting a comprehensive, coordinated Mobility Management approach, the City of San José will be able to leverage resources from partners including Santa Clara County, Council on Aging Silicon Valley, and Outreach and Escort Inc.

COORDINATION

This document contains information provided by Santa Clara County Department of Aging and Adult Services and Outreach and Escort, Inc.



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/s/
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For questions please contact Suzanne Wolf, Acting Deputy Director, at 408-535-3576.