



DATE: October 6, 2014

AGENDA ITEM # 3

AGENDA REPORT

TO: Senior Commission
FROM: Beverly Tucker, Recreation Director
SUBJECT: Grant Park Pilot Senior Program

RECOMMENDATION:

Receive report

BACKGROUND

On May 5, 2014, a group of residents approached the Senior Commission with a request for the City to start a drop-in program for seniors at Grant Park. The residents shared challenges older persons living at the southern end of Los Altos face in attending programs at Hillview. The group also volunteered to coordinate activities to help defray costs of an additional program. Recreation staff began meeting with residents during the summer and created together a pilot program to test participation and interest for the idea.

DISCUSSION

Outreach Survey

A resident survey was created using surveymonkey.com and postcards were direct mailed to all households within the Fremont Ave, Foothill Boulevard, Homestead Rd and Fallen Leaf Ln quadrant and to selected households near Loyola Corners and the Highlands. Over 1,250 postcards were mailed out and as of October 1, over 264 people had participated online and two people via mail. That is a participation rate over 21% which is a very good response.

The survey results to date show strong support for senior programs at Grant Park with a modest fee: 60% surveyed are in favor. The survey has additional information on park amenities and programs that would be of interested to the PARC. Once the survey is complete, staff will share the findings with the Commission.

Pilot Program

The drop-in program is designed for people age 50 years and up and will be open on Wednesdays from 10:00 a.m. to 2:00 p.m. from mid-October to the end of January 2015. The Grant Park Community Center has a kitchen with a meeting area adjacent to the multi-purpose room with clerestory windows and offers more space than a classroom. This area is being spruced up through deep cleaning and fresh paint for the drop-in program. It does not

displace any existing programs and can be left set-up during the week which makes it much easier for the volunteers running the program.

The area will have card/game playing areas, socialization areas, a meeting table and is designed to be flexible and to be adapted quickly for different activities. Low-cost furnishings are being provided initially and can be replaced with more substantial pieces when participation rates increase. Some furniture items, equipment and supplies are being re-purposed from other City facilities and some purchased. Staff has also applied for a grant from the Community Foundation for furnishings.

The initial volunteer group has recruited additional volunteers to assist with covering all the operating hours and has planned some of the weekly activities. City Senior Program staff will assist with supplies, enrolling participants and mentoring volunteers.

Fee Structure

The program is considered an extension of the Senior Program at Hillview Park & Community Center. Participants will be encouraged to join the Senior Center and will enjoy all the same membership benefits. The current Senior Center annual membership fee is \$26 per person. During the pilot phase, participants signing up at Grant Park will receive a discounted rate of \$10. If they choose to continue past January, they will only need to pay the balance of \$16. Some of the special programs only open to Senior Center members translate easily to the Grant Park location. Staff is evaluating which can be relocated to Grant on a regular or occasional basis.

Grand Opening

The soft opening is October 15 to test everything out and a grand opening is set for October 22. In January, a determination will be made whether to continue the programs as is or if days and/or hours need to be added or subtracted.