

DATE: March 6, 2017

AGENDA ITEM # 4



TO: Senior Commission

FROM: Jaime Chew, Staff Liaison

SUBJECT: Senior Program Marketing & Outreach Update

BACKGROUND

At the February 2017 meeting, the Senior Commission requested a more detailed report regarding current and future marketing & outreach efforts by City Staff for senior programs. Detailed below is the current and future marketing & outreach plan.

Spotlight Newsletter & Activity Guide

Senior programs and events are listed in a variety of publications. Ongoing classes and events are generally listed in the quarterly (Winter, Spring, Summer, Fall) Recreation & Community Services Activity Guide. Highlights and special events are generally listed in the bi-monthly Spotlight Newsletter.

The Activity Guide is posted on the City website and a hard copy is mailed to every Los Altos resident. They are also available at various locations (City facilities, Library, Los Altos Hills, etc.). The Spotlight is also posted on the City website. It is specifically posted and linked to the Senior section. This publication is sent to those who have paid a \$6 subscription to have it mailed directly to their home. The Spotlight is also available at various locations (City facilities, Los Altos Hills, Grant Community Center, etc.).

Email Distributions / Subscriptions

As of February, City Staff is sending an informational email to those that have subscribed to be notified when the Spotlight Newsletter has been posted online. Emails are generally sent twice a month to highlight upcoming senior programs and events.

If you would like to subscribe to either the Spotlight Newsletter distribution or the Senior Commission distribution, please follow the directions below.

1. Visit the City of Los Altos website at www.losaltosca.gov.
2. On the HOME PAGE, click on the STAY CONNECTED link.
3. Under WAYS TO STAY CONNECTED, click on eNotify link.
4. On this webpage, click to “check” the box next to the areas you are interested in receiving emails and notifications for.
5. Under NEWS & ANNOUNCEMENTS, click SENIOR CENTER SPOTLIGHT NEWSLETTER.
6. Under COMMISSIONS & COMMITTEES, click SENIOR COMMISSION.
7. Once you have chosen all of your areas, click the UPDATE button at the bottom.

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Calendars

City Staff is working to see if a calendar function, similar to Los Altos Hills is possible on the City of Los Altos website.

Additional Marketing

Individual flyers, posters and/or banners are posted at both the Hillview Senior Center and at the Grant Community Center. We also regularly send press releases to the Los Altos Town Crier. In addition, we will be running a 4-week ad to promote the 40th Anniversary Celebration. City Staff also occasionally posts on Facebook.

Increased efforts will be realized once our part time Recreation Specialist – Marketing is hired. The job posting closed on Friday, February 24, 2017. City Staff is currently in process of interviewing qualified candidates.

Town Crier Articles

At the last Outreach Subcommittee meeting, the subcommittee decided to write articles on various topics of interest for seniors to be posted in the Los Altos Town Crier. The consensus was that articles written by a Commissioner/resident would be better received in order to motivate engagement.

Shirts

The subcommittee also discussed ordering ruby red t-shirts to help promote the 40th Anniversary Celebration of the Senior Program. The preferred vendor was not able to accommodate our request due to a unit minimum so we are currently exploring other options.

Future Plans

At the subcommittee meeting, a resource fair was discussed as a future idea to market resources, programs and events to seniors.

DISCUSSION

Receive update from City Staff and discuss other marketing and outreach avenues that City Staff and the Commission can utilize.