

CITY COUNCIL MEETING
JULY 2, 1986

3

SENIOR CITIZENS
COMMISSION UPDATE
AND PRESENTATION
OF PLANS FOR
DEVELOPMENT OF AN
INFORMATION CENTER

CC-2(i)

Following introduction of this agenda item by City Manager Peterson, Lodi Senior Citizen Commission Chairman Trella Areida addressed the Council introducing the other members of the Commission who were in the audience as follows:

Consuelo Stevens
Phil Pennino
Violet Stenson
George Sande

Also on the Commission but not able to be present were:

Delores Dickey
Shirley Kleim

Also in the audience was Staff Liaison, Charlene Lange.

Chairman Areida gave an update regarding the activities of the Lodi Senior Citizens Commission since its formation and presented a proposal to establish an Information and Referral Center for Lodi seniors and their families and requested that Council provide the necessary funding for this project.

Council discussion followed with questions being directed to Mrs. Areida and to Staff.

Further, on motion of Mayor Pro Tempore Olson, Hinchman second, Council approved increasing the budget for 1986-87 by \$8,780 to provide the necessary funds needed to establish the subject Information and Referral Center for Lodi Seniors and their families.

On motion of Council Member Hinchman, Snider second, Council approved increasing the 1986-87 budget to cover the annual expenses of the Lodi Senior Citizens Commission in the amount of \$2,470.

COUNCIL COMMUNICATION

TO: THE CITY COUNCIL

DATE

NO.

FROM: THE CITY MANAGER'S OFFICE

June 26, 1986

SUBJECT:

SENIOR CITIZENS COMMISSION

PREPARED BY:

Community Relations Assistant

RECOMMENDED ACTION:

That the City Council receive the report as prepared by the Senior Citizens Commission and take action as deemed appropriate.

BACKGROUND INFORMATION:

The Senior Citizens Commission was established by the Lodi City Council in December, 1985. The seven member commission has met on a regular basis to determine its goals and objectives. The attached is the first formal presentation to the Council since it's creation. Included in the report is a proposal to establish an Information and Referral Center for Lodi seniors and their families.

PROJECT PROPOSAL

Lodi Senior Citizens Information
and Referral Center

June 25, 1986

LODI SENIOR CITIZENS COMMISSION

PROJECT PROPOSAL

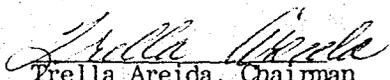
Report to the Lodi City Council
Wednesday, July 2, 1986

LODI SENIOR CITIZENS COMMISSION
PROJECT PROPOSAL

NAME OF PROJECT: Information and Referral Center

ADDRESS: Hutchins Street Square
600 W. Oak Street
Lodi, California

BRIEF DESCRIPTION OF PROPOSED PROGRAM: To provide the primary information and referral services for Senior Citizens and their families in the Lodi area.


Trella Areida, Chairman
Lodi Senior Citizens Commission

Delores Dickey, Commission Member

Violet Stenson, Commission Member

Consuelo Stevens, Commission Member

Shirley Kleim, Commission Member

Phil Pennino, Commission Member

George Sande, Commission Member

Charlene Lange, Staff Liaison

INFORMATION AND REFERRAL CENTER

PROGRAM OPERATION

Organizationally the Information and Referral Program operates within the guidelines established by the LODI SENIOR CITIZENS COMMISSION after final approval from the Lodi City Council.

The Information and Referral Center will be staffed by local senior volunteers and personnel placed by San Joaquin County Senior Community Service Program (SCSP), a County-based program for placement of seniors in part-time jobs. Wages will be paid by SCSP. Volunteers will be solicited to supplement staff and will be trained by a qualified person from the Department on Aging, San Joaquin County. Materials and directories can be obtained through the sources of other County Agencies. For quick reference staff, lists of the 20 questions and answers most often requested in the Lodi area will be on hand.

The intent of the program is not to supplement or duplicate existing programs in the Lodi area, such as nutrition, trips or social programs which are provided by other Senior organizations.

Along with Information and Referral, by phone and walk-ins, future plans call for trained personnel to tie into other programs of the County. Such programs will relate to Social Security, Legal, Housing, Welfare and health related issues.

For calls that come in when the Information and Referral office is not open, a pre-taped message will be used. It asks the caller to call back during office hours, or in case of police, fire or medical emergency, to call 911.

USE OF LOCAL RESOURCES:

Use volunteer network and compile names of volunteers for this matching system. Community members will eventually be trained to manage this Information and Referral Center.

HOURS OF OPERATION:

Monday through Friday, 9 A.M. to 2 P.M.

WHY IS THIS PROGRAM IMPORTANT?

We are growing older as a society, and seniors, as a population group are growing at a faster pace - seniors are moving out of the East Bay area into the Central Valley, and many prefer to settle in the Lodi area. Lower cost housing and lower cost of long-term care have prompted this movement. There are other statistics related to the ethnic/racial issues and income levels that point toward the increasing needs of seniors in our community. These statistics indicate an obvious need for seniors and their families to learn about services available to them, especially within a social service network that meets the increasing needs.

Some facts to consider include:

- * Total population for San Joaquin County aged 60 and over is 55,099.
- * Total population for Lodi aged 60 and over is 9,485. Of these 6,486 people are aged 60-74, and 2,996 people are aged 75 and older.
- * Lodi has 1,206 persons 60+ on Social Security Insurance/Social Security Program (SSI/SSP). This represents 12.7% of the senior population of Lodi. This is an indication of poverty level.
- * Lodi has 799 persons 65 and over that are members of minority groups. This represents approximately 43.5% of the senior population.
- * It is estimated that the senior population of San Joaquin County will increase approximately 25% between 1980 and 1990. For Lodi, this increase will mean that the senior population of 9,485 will be approximately 11,856 by 1990.
- * It is estimated that the senior population of Lodi that is on SSI/SSP will increase from 1,206 to 1,598 from 1980 to 1990.

Source: 1980 Census
1983 Department of Finance Projections
1985-1988 San Joaquin County Department of Aging
Children's and Community Services Area Plan on
Aging.

GEOGRAPHIC AREA TO BE SERVED:

City of Lodi

RELATIONSHIP TO LONG TERM CARE

The longer a senior can take advantage of available services that can support and enhance life, the longer a senior may potentially remain independent and avoid being placed in an institution. The Information and Referral program provides the access to these services and programs. There are a number of organizations dealing with long-term care that this program can tie into: They include: Linkages, Multiple Senior Services Program (MSSP), Nursing Home Ombudsman, Senior Service Agency, Social Service and discharge planner at local hospitals.

COMMENT

Given the understandable fact that this program is the first step in establishing a central Senior Center, we want to ensure that the Information and Referral number gets into as many people's hands as possible, especially seniors. Here is a list of steps we will be making in the coming months.

- A - Improve the existing custodial building at Hutchins Street Square, enlisting as many volunteers as needed to do minor repairs.
Work dates: July 15 - August 30, 1986
- B - Solicit financial aid and volunteer workers from local clubs and organizations.
Target date: July 15 - July 30, 1986
- C - Work with the media, especially the local newspaper and radio stations, to publicize the telephone number and types of service publicized.
Target date: September 1, 1986
- D - Establish an Information and Referral phone system.
Target date: September 1, 1986

SENIOR COMMISSION HEADQUARTERS
Information and Referral

GOAL: To convert two rooms of the old custodial building
at Hutchins Street Square to an informational center.

METHOD: A combined effort of craftsman and volunteer workers.

PROGRAM Renovation of the former custodial building would
include: roof repair, entrance for the handicapped,
remodel heating and air conditioning system, floor and
window coverings, walkway to Walnut Street, telephone
installation, upgrade electrical service, window
replacement, paint, planters and shrubs.

ESTIMATED
COST: \$ 9,000

MONTHLY EXPENSES
Proposed Budget
LODI SENIOR CITIZENS COMMISSION

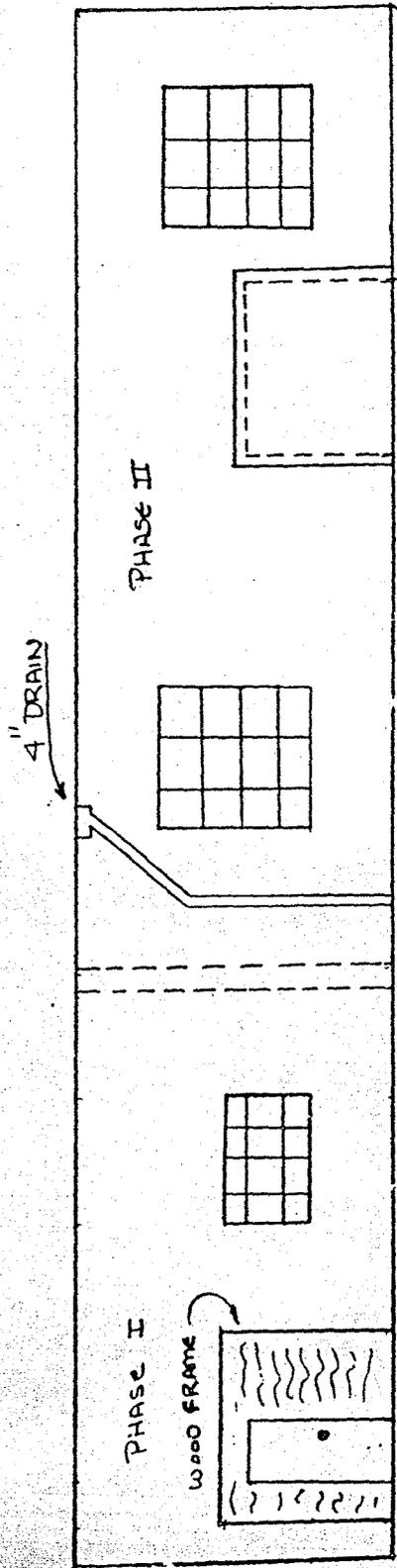
<u>Charge</u>	<u>Monthly</u>	<u>Annually</u>
Telephone	\$ 50.00	\$ 720.00 600.00
Office Supplies	50.00	720.00 600.00
Printing/Duplicating		500.00
Postage	35.00	420.00
Miscellaneous		<u>350.00</u>
Total Annual Budget		\$ 2,700.00 2,470.00

<p style="text-align: center;">HEADQUARTERS REHABILITATION Senior Information & Referral Center PROGRAM OF WORK</p>

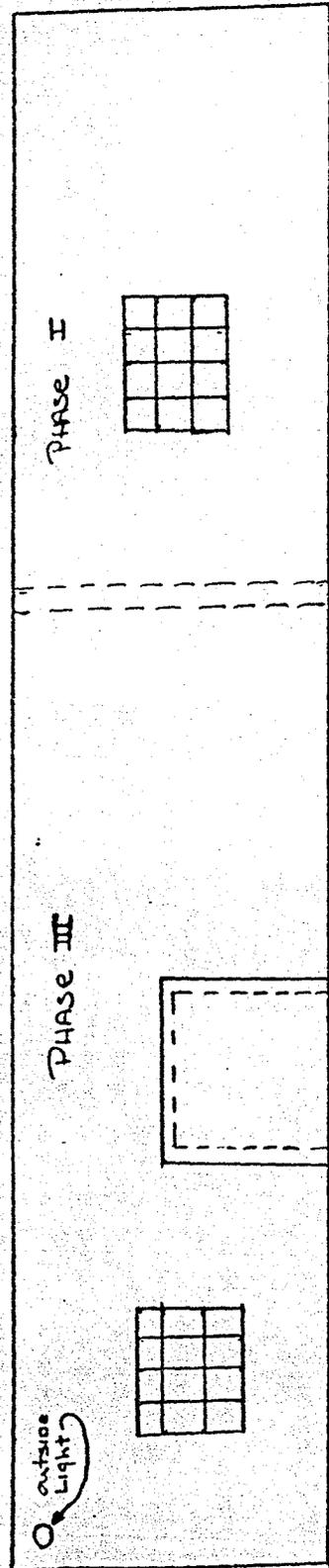
Renovation Budget

Windows Replacement	\$ 600.00
Painting	325.00
Reroofing	3,000.00
Wall Heater/Air Conditioner	700.00
Floor Coverings	1,200.00
Electrical	200.00
Furniture	donated
East Wall/Handicap Entrance	1,456.00
Shrubs, Planters	donated
Telephone Installation/Answering Machine	300.00
Window Coverings	700.00
Outside Lights	300.00
Walkway-Asphalt	<u>City of Lodi</u>
TOTAL:	\$ 8,781.00

LETTERS TO SUPPORT A
SENIOR INFORMATION AND
REFERRAL CENTER



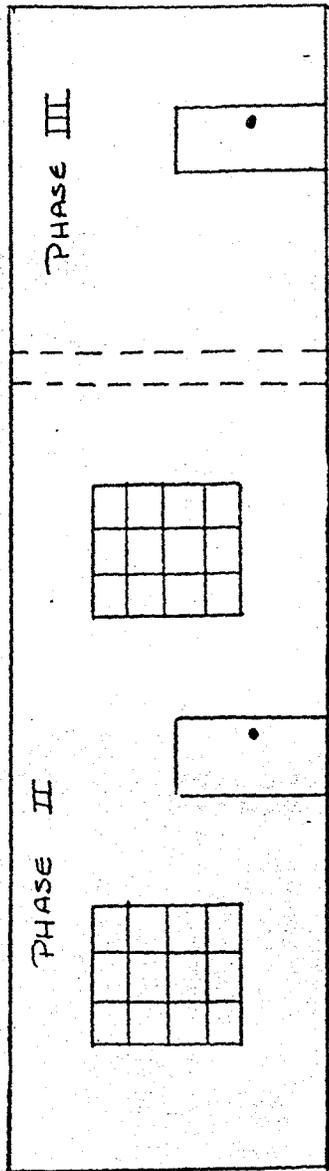
EAST ELEVATION



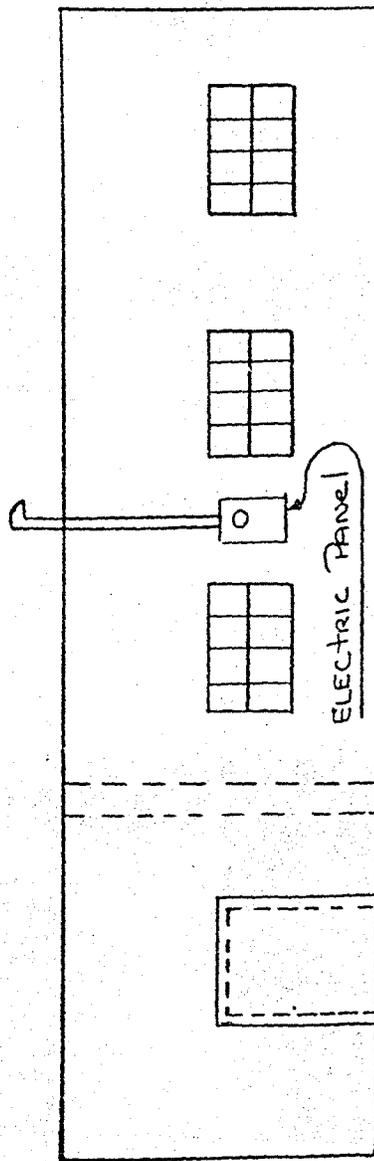
WEST ELEVATION

* ALL SIDES OF BLOCK
Construction

Custodial Building
Hutchins Street Square



NORTH ELEVATION



Custodial Building
Hutchins Street Square

PHASE I

SOUTH ELEVATION

* ALL SIDES OF Block
Construction

CITY OF LODI STATISTICS

CENSUS TRACTS 42.01 - 45.00

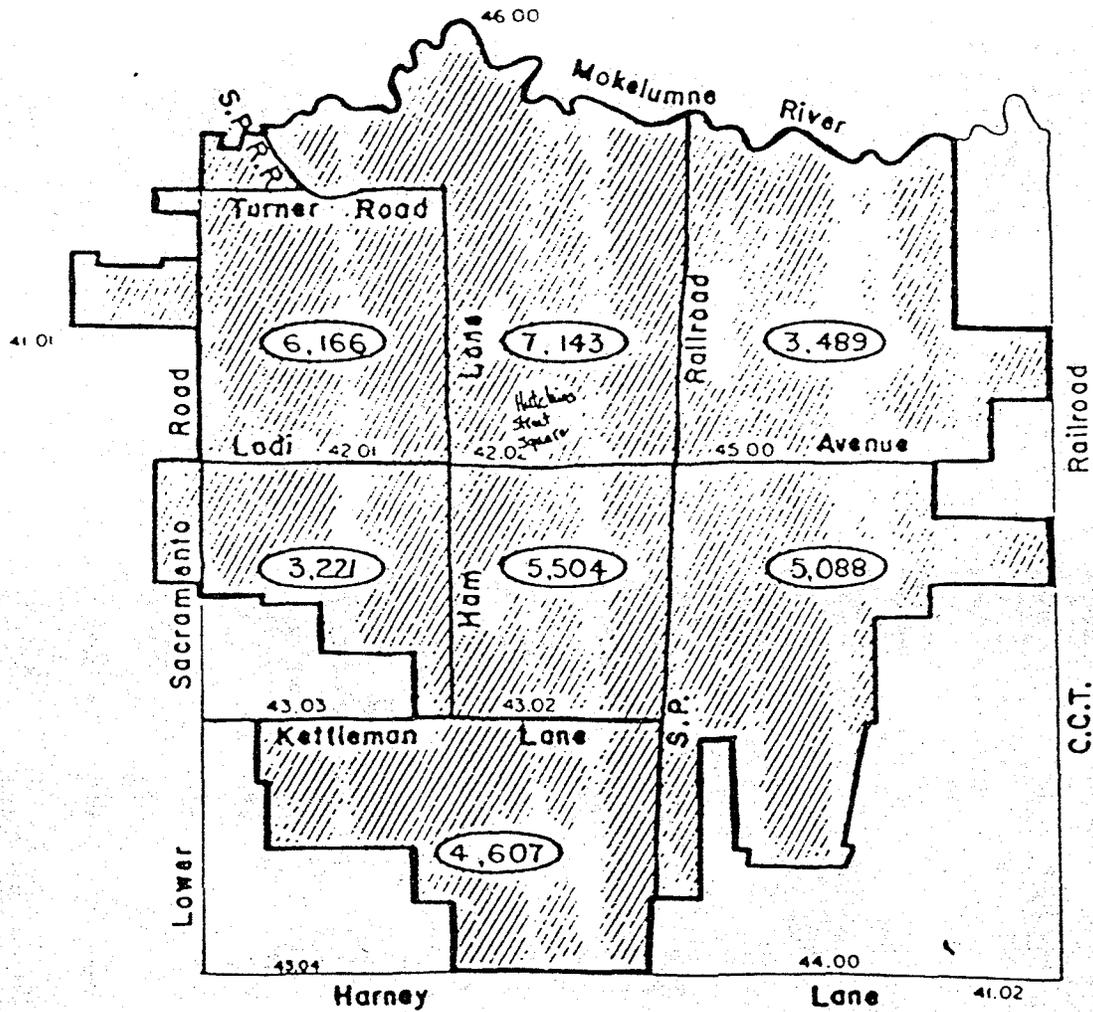
The City of Lodi is composed of seven census tracts. Between the years of 1975 and 1980, three of these lost population and four gained population, for a net gain of 9.7% citywide. Pertinent data for planning includes:

- * The most significant increase citywide was in the over-75 population, which increased 24%. The City of Lodi has a total of 15.8% of its population over age 65. In four of the seven census tracts, greater than 12% of the population is over age 65. These areas are:

Area	*65 as a Percent of Total Population
C.T. 43.02	27.1%
C.T. 45.00	20.6%
C.T. 42.02	19.4%
C.T. 44.00	15.4%

- * The largest numerical increase in elder population (65+) has been in census tract 43.02, with an increase of 311 people or 26%. Census tracts 42.02 and 44.00 lost elderly persons in the five-year period.
- * Significant increases were also found among children under five (+23%) and women in childbearing years (+14%).
- * Growth within the City has been to the south, with the addition of two census tracts since the 1970 census. Census tract 43.04 exhibited the largest percentage of growth since 1975 with an increase of 189%. It was followed by census tract 43.03, with an increase of 14.8%.
- * In all census tracts except C.T. 43.04, occupied housing units increased faster than did population. A particularly unique phenomenon in Lodi is the fact that in seven census tracts, renter-occupied units increased significantly faster than did owner-occupied units. The number of persons per unit was mixed, but generally remained below 3.0 person per unit.

CITY OF LODI * POPULATION BY
 CENSUS TRACT * 1980



THE SENIOR COMMUNITY SERVICE PROJECT FACT SHEET

The funds for preparation and distribution of this Fact Sheet are provided through a contract with the U.S. Department of Labor, Manpower Administration.

OBJECTIVES

The major objectives of the Senior Community Service Project (SCSP) are to meet two significant needs of elderly, low-income persons: (1) for additional income, and (2) to regain a sense of involvement with the community and mainstream of life. SCSP is designed to meet both of these needs simultaneously through the establishment of Federally subsidized part-time, community service work experience and training opportunities.

ELIGIBILITY REQUIREMENTS

To be selected as an SCSP participant an individual must:

- Be 55 years of age or older;
- Have an income not exceeding U.S. Department of Labor guidelines for the disadvantaged;
- Be unemployed, underemployed or an individual who has or would have difficulty in securing employment.

BACKGROUND AND HISTORY

Administered by The National Council On The Aging (NCOA) and funded by the U.S. Department of Labor (DOL), Manpower Administration, SCSP was initiated in 1968 to alleviate a two-fold problem - need of older persons for income and need of communities for additional human services. After extensive discussions, the DOL agreed to test the feasibility of the SCSP on a national basis. In its initial presentation to DOL, NCOA contended there are many older persons desiring employment whose qualifications are based on former work experience or on the accumulation of skills and talents developed in a lifetime. Many are no longer in the labor market because of obsolete skills or forced retirement, and others (older women or widows) have never been employed. Furthermore, many older men and women often face "ageism" among some employers, who use subtle means to discriminate against older workers.

Though the country has not yet devoted full attention to the special problems of older workers, NCOA's experience with the SCSP has illustrated that many older people need an opportunity to provide service. In job after job throughout the SCSP, older people have demonstrated their high productivity, often exceeding younger workers in judgment, safety, reliability and other desirable characteristics. Originally, the contract provided on-the-job training or work-experience opportunities for a total of 400 participants in 10 communities.

The SCSP is currently authorized under Title V of the Older Americans Act.

BENEFITS PROVIDED TO PROGRAM PARTICIPANTS

The SCSP participants are assigned to job training positions with public and private nonprofit agencies, where they work an average of 20 hours weekly and receive hourly salaries at a rate no less than the federal minimum wage. In addition to wages, other specific benefits include:

- Development of "New Careers" and upgrading of jobseeking skills.
- Acquisition or revitalization of specific job skills through limited pre-job training and continued on-the-job training or work experience.
- Annual physical examination.
- Supportive services as needed and provision of consumer-related information in areas such as Social Security benefits, income tax requirements, nutrition, consumer education, personal grooming, etc.
- Placement or re-entry into the competitive labor force.

BENEFITS PROVIDED TO PARTICIPATING
COMMUNITIES

The SCSP is designed to provide participating communities with a federally subsidized manpower pool which can be drawn upon to upgrade existing human services or to establish new ones, enabling the older person thus employed to become a contributing, rather than dependent, member of society. The program is prohibited from utilizing this pool of manpower to displace current employed workers. It is intended to enable communities to enhance or establish human service activities which could not normally be enhanced or established through existing local resources.



ERNEST LENT
Project Director

Lodi 50 Plus Club

P.O. BOX 65
LODI, CALIFORNIA 95241

June 4, 1986

To whom it may concern.

We at Lodi Fifty Plus Club understand it is planned to have a Senior Center for information at Hutchins Square in the near future.

We believe such a center would be very helpful to the many Seniors in this area.

Yours truly,
Val Heisler
Val Heisler
President

The Loel Foundation

105 SOUTH WASHINGTON STREET
LODI, CALIFORNIA 95240

TELEPHONE 369-1591

June 6, 1986

Hutchins Street Square
600 West Oak Street
Lodi, California 95240

Attention: Charlene Lange

Dear Ms. Lange:

Our Community is in dire need of a central Referral Agency. This would be a benefit not only to the Senior Citizens of our area, but for families of Senior Citizens needing support agencies and to newcomers who need assistance.

At the present time, Loel Center receives many many calls daily during the hours of 9.00 AM to 2:00 P.M. These calls are regarding housing, transportation, tax and legal information. We assist these callers in every way possible.

We feel that a centralized referral agency and location would be more beneficial to the Lodi community and the outlying areas.

Very truly yours

Geraldine M. Schook

Geraldine M. Schook
Executive Director
Loel Center/Foundation



of the AMERICAN ASSOCIATION OF RETIRED PERSONS, Inc.

LODI CHAPTER # 2533

June 6, 1986

Mrs. Charlene Lange
Hutchins Street Square
600 West Oak Street
Lodi, California 95240

Dear Ms. Lange:

As President of Lodi Chapter #2533 of The American Association of Retired Persons, I am in favor of a central referral agency for the services available in the Lodi Area for the older American.

So often it takes several telephone calls or inquiries to get the information or agency that is wanted. This becomes very frustrating, especially to a Senior Citizen. A Central Referral would certainly eliminate this frustration and expedite the obtaining of requested information.

I sincerely hope this referral agency will be put into operation very soon.

Very truly yours
Dorance Ochs
Dorance Ochs, President
Lodi Chapter #2533
The American Association of
Retired Persons.

1812 Burgund Drive
Lodi, California 95240

To Whom It May Concern:

The plans for a Community Senior Citizen Information center, we heartily endorse. We have been recommending this for several months. We feel that it would be of use to almost all Senior Citizens, but perhaps would be of special value to newcomers to the area. We get many calls asking for information on recreation, housing, apartments with recreation program, for those not needing the care provided by most Retirement Apartment complexes, affordable handy-man and repair services (small and larger appliances, faucets, etc.).

Lucie Kiesz, Publicity

Arthur Kiesz, President

Senior Citizens Club of Lodi, Inc.



June 6, 1986

Administrator
Arbor Convalescent Hospital
900 N. Church Street
Lodi, CA 95240

Dear Administrator:

The Lodi Senior Citizens Commission has been working toward a Senior Information and Referral Center. The purpose of the Center is to help persons locate information and services for seniors and their families.

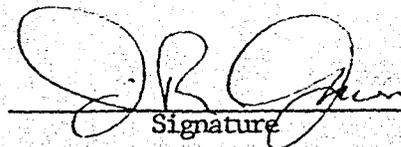
If you see a need for this service among your residents and their families, please indicate your interest and support by signing below. We are asking that you return the signed letter by June 13, 1986 to:

Charlene Lange
P.O. Box 552
Lodi, CA 95241

Thank you,


Delores Dickey
Senior Citizens Commission

DD:lw
scc:d


Signature



June 6, 1986

Administrator
Vienna Convalescent Hospital
800 S. Ham Lane
Lodi, CA 95240

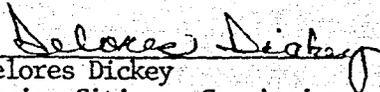
Dear Administrator:

The Lodi Senior Citizens Commission has been working toward a Senior Information and Referral Center. The purpose of the Center is to help persons locate information and services for seniors and their families.

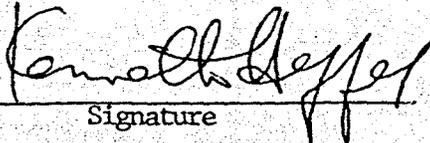
If you see a need for this service among your residents and their families, please indicate your interest and support by signing below. We are asking that you return the signed letter by June 13, 1986 to:

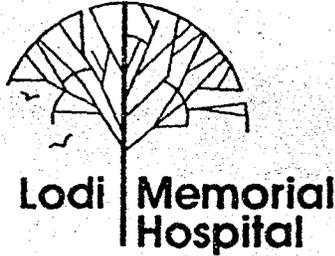
Charlene Lange
P.O. Box 552
Lodi, CA 95241

Thank you,


Delores Dickey
Senior Citizens Commission

DD:lw
scc:d


Signature



June 6, 1986

Administrator
Fairmont Rehabilitation
950 S. Fairmont Avenue
Lodi, CA 95240

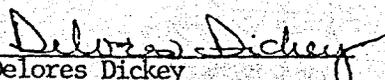
Dear Administrator:

The Lodi Senior Citizens Commission has been working toward a Senior Information and Referral Center. The purpose of the Center is to help persons locate information and services for seniors and their families.

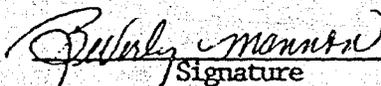
If you see a need for this service among your residents and their families, please indicate your interest and support by signing below. We are asking that you return the signed letter by June 13, 1986 to:

Charlene Lange
P.O. Box 552
Lodi, CA 95241

Thank you,


Delores Dickey
Senior Citizens Commission

DD:lw
scc:d


Signature
Fairmont Rehabilitation Hospital
950 S. Fairmont
Lodi, CA 95240