



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Julie Edmonds-Mares

SUBJECT: SENIOR WELLNESS FUNDING

DATE: February 6, 2012

Approved

Date

2/12/12

RECOMMENDATION

Adopt a resolution authorizing the City Manager or designee to execute an agreement with The Health Trust in the amount of \$350,000 for the administration and disbursement of the funding for the Senior Wellness Initiative.

OUTCOME

By delegating to the City Manager the authority to execute The Health Trust agreement, the process of making funding available to community-based organizations will be expedited.

BACKGROUND

In the June 3, 2011 June Budget Message, the Mayor directed the City Manager to allocate \$400,000 from the remaining HNMF Competitive Fund to fund senior wellness programs at the 13 current senior nutrition sites. As a result, Council authorized the City Manager or designee, to negotiate and execute contracts and amendments consistent with the 2011-2012 General Fund grants (formerly known as HNMF).

As approved in the 2011-2012 Adopted Budget, Parks Recreation Neighborhood Services will partner with The Health Trust to oversee the disbursement of funds. The Department has a long standing relationship of working with The Health Trust on projects such as the "Community for a Lifetime," the Department's ten-year strategic plan to advance the well being of older adults in Santa Clara County; and the Senior Nutrition Task Force to develop strategies to maintain congregate meal services for seniors in the City of San José.

ANALYSIS

PRNS is seeking authority for the City Manager or designee to sign and execute an agreement with The Health Trust for the administration of the Senior Wellness Funding.

The Health Trust is a non-profit agency serving the Santa Clara County community, with the stated goal of making Silicon Valley the healthiest region in America and a place where every resident can achieve optimal health throughout their lifetime regardless of background, income, race, ethnicity or age. The Health Trust's mission includes a strong emphasis on prevention, and therefore focuses on three initiatives: Healthy Living, Healthy Aging and Healthy Communities.

Additionally, The Health Trust is a core member of the Aging Services Collaborative of Santa Clara County, an organization that serves as a means for community organizations to network, exchange information, and move forward with strategies designed to provide leadership and address goals for improving the lives of Santa Clara County seniors. The collaborative consists of more than 87 organizations and 122 active individuals, including city and county agencies, faith-based and non-profit organizations, and other community advocates.

The Health Trust will provide the following services:

- Serve as the Fiscal Agent to provide administrative services for the Senior Wellness and Health Initiative during the term of December 1, 2011 – September 30, 2012;
- Issue a Request For Proposals soliciting applications from organizations to deliver Senior Wellness activities;
- Form a Selection Committee consisting of City staff and members from the Aging Services Collaborative of Santa Clara County to recommend agencies for awards;
- Administer a selection process with the Selection Committee specified above to award funds to qualified organizations; and
- Develop agreements with agencies that are approved for funding, which will include the City established outcomes for programs funded.

The PRNS Director will make final grant award determinations after reviewing the Selection Committee's recommendations with PRNS Executive Staff for project/program funding.

EVALUATION AND FOLLOW-UP

The Health Trust will be required to submit a mid-year grant report in March 2012 and a final report to the City summarizing the results of activities and programs delivered during the project period by

November 30, 2012. Once the final report has been accepted by PRNS, the Department will initiate the final payment to The Health Trust for administrative services associated with administering the grant.

PUBLIC OUTREACH/INTEREST

Criteria 1: Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**

Criteria 2: Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**

Criteria 3: Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

The proposed council action does not meet any of the above criteria; however this memorandum will be posted on the City Council's Agenda website prior to the Council meeting.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, City Manager's Office and the City Manager's Budget Office.

COST SUMMARY/IMPLICATIONS

COSTS ASSOCIATED WITH THE SENIOR WELLNESS INITIATIVE GRANT

1. The Health Trust Administrative Costs	\$30,000
2. Grants to Agencies	<u>\$320,000</u>
Grants range in amounts from \$15,000 to \$35,000 each	
TOTAL	\$350,000

BUDGET REFERENCE

Fund	Appn	Appn Name	Total Appn	Adopted Budget page
001	3889	Senior Wellness	\$400,000	Page IX-11

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CEQA

General Fund Grants, Not a Project, File PP10-066(e) Services that involve no change to the environment.

/s/

JULIE EDMONDS-MARES
Acting Director of Parks, Recreation and
Neighborhood Services

For questions please contact Dan Wax, Division Manager, at 408-535-3572.