



# Memorandum

**TO:** MAYOR LICCARDO

**FROM:** Councilmember Carrasco

**SUBJECT:** BUDGET DOCUMENT

**DATE:** 5/24/2022

Approved

Date: May 24, 2022

## RECOMMENDATION

That the following recommendation be enacted.

### Proposal

Program/Project Title: **East Side Preservation Plan – Senior Services Strategic Plan: Seniors**

Amount of City Funding Required: \$494,000

This change is:

X One-time    \_\_\_\_\_ Ongoing

Cost Estimate Number (if applicable):98

Proposal Description, including the reason for the need and anticipated outcomes (Please describe how the proposal will affect services for San José residents, community groups, businesses, etc.):

East San José is one of the most under-resourced communities in Santa Clara County, and early during the pandemic, more than a third of the County’s first COVID-19 deaths had swept through just four East San José zip codes. The effects of the pandemic were catastrophic for all, but especially caused untold fear and suffering among our senior community.

We know that the extended periods of isolation we experienced during lockdowns had devastating effects on the mental health of seniors. We read distressing reports indicating instances of neglect, and mistreatment. As we move towards recovery, they mourn over the loss of friends and family.

To address this devastating isolation, we need to strengthen social inclusion and solidarity with our senior community so that they feel seen, respected, and cared for. I’ve been engaging and advocating for our seniors by providing Senior Zumba, hosting focus groups, and bringing music, to the various senior serving community centers and senior homes in District 5 to better understand their needs.

Guided by their feedback, I urge us to develop a comprehensive Senior Services Strategic Plan for San José. The Plan would identify strengths and deficits in our Senior serving facilities and Community Centers, coalesce best practices and strategies, and ensure that we have a well-developed plan to best serve our seniors. The plan would include:

\$394,000 for:

1.0 FTE Community Programs Administrator who will be responsible for identifying, negotiating, and implementing a Senior program study in coordination with a consultant.

Upon completion of the Senior program study staff will return to Council with outcomes and recommendations for budget and City Council consideration.

2.0 FTE Senior Recreation Leader (SRL) who will be responsible for outreach and identification of seniors in need of services, as well as coordination of services. They will follow the Promotora model for community outreach.

\$100,000 of non-personal funding for consultant services to develop the Senior Services Strategic Plan for San José.

This Plan will enhance their well-being and quality of life, because ultimately, our society is measured by the way we treat our elders. And at a recent event celebrating Mother's Day, the words of one senior stayed with me, "Don't forget about us, Seniors." In a moment of crisis, we shouldn't turn our backs on our seniors, we should look for healthy and safe ways to continue to engage them. Let's do right by our Seniors.

**Funding Source**

Essential Services Reserve:

Other (Please specify program/project/fund): General Fund

**Department or Organization Contact**

Please list the contact information for the individual that certified cost estimates contained within your recommendation:

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