

Agenda Report

TO: CITY COUNCIL

DATE: July 1, 2002

FROM: CITY MANAGER

SUBJECT: ACTIVITIES AND ACTION STEPS TO ADDRESS SEVEN PRIORITY ITEMS FROM SENIOR MASTER PLAN

Recommendation:

This is an Information Report only; no action is required.

Background:

At the City Council meeting of March 11, 2002, Council reviewed a summary of progress on issues identified in the 1995 Senior Master Plan, adopted a Senior Policy Statement, and committed to work to move forward on four specific recommendations from the update report on the Senior Master Plan (#1-4). During the discussion Council added three additional goals (5-7). Council asked staff to return with information on activities in department work plans that address the following seven priority items from the Senior Master Plan Report.

- 1) The City aggressively pursue development of low and very low income housing for seniors;
- 2) The City investigate the feasibility of developing a transportation project which would assist frail seniors who cannot wait at the curb for para-transit, but request additional personal assistance with transportation;
- 3) The City to put a priority on hiring personnel who can provide services in a broader array of languages, particularly Spanish, Armenian, Mandarin, Korean and Tagalog, and with greater cultural sensitivity;
- 4) The City to support programs to monitor and decrease elder abuse in residential facilities, in partnership with the Long Term Care Ombudsman;
- 5) The City implement measures to assure the adequate availability of flu and pneumonia immunizations;
- 6) The City to support instituting paramedic insurance program researched by the Fire Chief and Senior Commission;
- 7) The City reconsider 'Granny housing' zoning.

The following summary identifies activities from the FY2003 work plans that will move the City forward on these priority items. These items were reviewed with the Senior Commission at their meeting of June 11, 2002, and the Commission expressed their support of these efforts. Progress on these items would be addressed in performance measures reports for FY2003.

SENIOR MASTER PLAN PRIORITY ITEMS, ACTIVITIES AND ACTION STEPS FOR FY2003

1) The City aggressively pursue development of low and very low income housing for seniors.

Lead Department: Planning and Development

- A two-part effort to identify solutions to housing affordability is underway, which offers major opportunities to address the issue for seniors as well as all other populations. First, a Forum on Housing Affordability was held on June 22, 2002 at PCC Community Education Center; then, a task force committed to addressing the key housing issues identified at this Forum (working over a nine-month period) and developing solutions to these issues will be established. Task Force membership should include knowledge and expertise in addressing housing issues for limited-income seniors. Specific recruitment efforts for attendance at the Forum and nominees for the task force are underway, and information has been provided to local senior organizations.
- Research other cities of similar size to learn how they have addressed this issue; identify models where cities have successfully met their need for subsidized senior housing, and look for potential replication in Pasadena.
- Explore City processes in such areas as zoning, permitting, funding, etc. of projects to identify potential areas to streamline or expedite the process from the initial point of proposing an affordable or subsidized senior housing project through receiving construction approval.
- In partnership with local organizations and agencies, develop strategies to educate the public to address misconceptions about senior housing, e.g. inform the public that housing occupied by limited income senior households does not depreciate nearby property values nor create blight.

2) The City investigate the feasibility of developing a transportation project which would assist frail seniors who cannot wait at the curb for para-transit, but request additional personal assistance with transportation.

Lead Departments: Transportation, Human Services, Recreation and Neighborhoods

The City's transportation system to date focuses primarily on curb-to-curb service for persons with sufficient mobility to use such services. For mobility-impaired persons needing additional assistance, Dial-a-Ride offers riders the option of bringing a personal attendant (at no transportation cost); however, the individual rider is responsible to provide his/her personal attendant. For those potential riders who do not have someone willing to serve in this personal attendant capacity, there is currently no local program that recruits or assigns volunteers to provide such a service. To address this issue, the following actions are recommended.

- City Transportation staff will provide to Senior Commission, Transportation Advisory Commission, and City Council a report on the estimated costs of such a "door to door" (vs. current curb to curb) type of program, and outline key issues and actions for consideration in potentially developing and operating such a program
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- Human Services, Recreation and Neighborhoods will:
 - identify successful models in operation at other locations that could be considered for replication in Pasadena
 - follow up with the Beverly Foundation to utilize findings from their research efforts (currently underway) regarding a service model that involves recruitment and provision of volunteer drivers who can be reimbursed for out-of-pocket costs from a designated funding source
 - assess the feasibility of using the Beverly Foundation model for providing personal attendants for seniors who need more assistance than provided under the current Dial-A-Ride program. This will include assessing the potential user population to confirm the projected volume of users and whether they would be able to function effectively upon reaching the door. If not, there may be a need to explore a more extensive service model that would escort the user into the house and help him/her get comfortable until another person (caregiver, etc.) arrives.

3) The City to put a priority on hiring personnel who can provide services in a broader array of languages, particularly Spanish, Armenian, Mandarin, Korean and Tagalog, and with greater cultural sensitivity.

Lead Department: Human Resources

- Action steps would focus on strategies beyond hiring of personnel with key language skills; the suggested priority is to provide services in a broader array of languages to address the language needs of the local community, which would include such steps as:
 - Identify key public points of contact in the City operation that require staff fluent in languages other than English
 - Develop written “menus” or directories in key languages that a customer can point at to communicate what is needed
 - Explore implementation of a translation service available by phone
 - Inventory language skills of City staff and develop a directory for use in locating City staff able to communicate with customers in languages other than English.
 - Implement an internal City system so that all staff have information on which City personnel have additional language skills and how to contact such personnel to request assistance, when needed
 - To address language skills not readily available in a key City office or activity, develop a list of qualified translators available to provide translation assistance
 - Continue to identify unmet needs for specific language skills in key jobs, and highlight the needed language skill in job recruitment bulletins and materials, where appropriate
 - Initiate a program that offers City employees training in language skills
 - Continue implementation of training series for employees to include content on appreciation of other cultures
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4) The City support programs to monitor (and decrease) elder abuse in residential facilities, in partnership with the Long Term Care Ombudsman.

Lead Department: Human Services, Recreation and Neighborhoods

- Promote volunteer interest in serving as residential facility monitors for the Long Term Care Ombudsman Program. For example, stimulate the interest of Pasadena residents to become volunteer advocates, monitors, and to otherwise become proactive in preventing abuse of vulnerable seniors through an article in the *In Focus* newsletter, presentation about the unmet need and volunteer opportunities on the local cable television channel, and other means.
- Research effective models in other cities
- Explore the possibility of a proactive role for the City as a local monitor/inspector of such facilities, where appropriate; e.g. train City staff who conduct site inspections in residential facilities for Fire, Health or other functions to identify suspected negligence or abuse and where to report such concerns

5) The City implement measures to assure the adequate local availability of flu and pneumonia immunizations.

Lead Department: Pasadena Public Health

As the City does not manufacture the vaccines for such immunizations, action steps focus more on advocacy, coordination with other agencies, outreach, and access of Pasadena residents to the vaccines. This would include the following activities.

- Pasadena Public Health Department will continue work with the State Department of Health Services, Los Angeles County Health Department and Service Planning Area (SPA) 3, to coordinate the timely distribution of the supply of these vaccines throughout the local geographic area
- Pasadena Public Health Department will continue to work in partnership with local organizations and agencies on public education efforts regarding the importance of flu and pneumonia immunizations, and will maintain and expand outreach efforts to encourage immunization among vulnerable populations
- Pasadena Public Health Department will continue working with the local community to offer immunization opportunities at various locations throughout the extended Pasadena area, at a wide range of sites and schedules, to assure citywide access to immunizations
- Pasadena Public Health Department will work with local organizations and agencies to explore strategies to assure access to immunizations for homebound seniors.

6) The City to support instituting paramedic insurance program researched by the Fire Chief and Senior Commission.

Lead Department: Fire

The concept of a subscription program for paramedic services was reviewed and presented to the City Council Public Safety Committee several years ago. The outcome was a recommendation that such a program should be considered if it could be self-supporting, i.e. that there be sufficient interest so that the number

of subscribers and subscription payments would offset the cost of operating the program. To assess potential subscriber interest, a survey was conducted via the *In Focus* newsletter to households citywide. The response identified only 171 persons interested in potentially subscribing to such a service, which is not a sufficient number to make the program self-supporting. Accordingly, next steps would include:

- Prepare a report on the responses received from recent survey for consideration in instituting paramedic insurance program.
- Research the development and implementation procedures for a paramedic subscription program in other communities, including rates, numbers of subscribers, budgets, marketing strategy, funding, and related items, to identify potential options and activities that may be applicable to Pasadena.
- Submit the above information with recommendations to the Public Safety Committee.

7) The City reconsider 'Granny housing' zoning.

Lead Department: Planning and Development

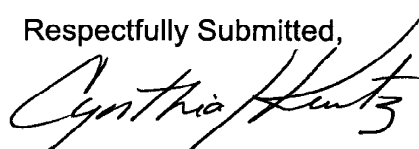
In August 1999, City Council considered whether second units should be permitted in single-family residential districts, and adopted the Planning Commission's recommendation to not permit second units in single-family districts. City Council directed that the General Plan should be amended to remove policies supporting second units and that staff should reexamine the question as part of the General Plan update.

The exception to the above, however, is that second units have been permitted in the newly-created RM-12 district, which allows a second unit in a district that retains a generally single-family character, pursuant to adoption of the 1994 Land Use element.

- The issue of "Granny housing" was a projected discussion item at the Forum on Housing Affordability, held June 22, 2002 at PCC Community Education Center. Following that Forum, a task force will work over a nine-month period to develop solutions that address the key housing issues identified at this Forum. Next steps regarding the issues of "Granny housing" would be based on the outcome of the Forum and, as appropriate, recommendations of the task force.

Progress on these items would be addressed in performance measures reports for FY2003.

Respectfully Submitted,



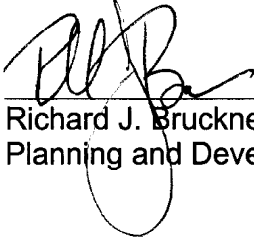
CYNTHIA J. KURTZ
City Manager

Prepared and Approved by



Patricia A. Lane, Director
Human Services, Recreation and Neighborhoods Department

Concurrence



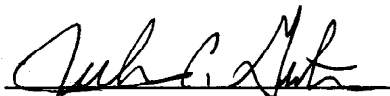
Richard J. Bruckner, Director
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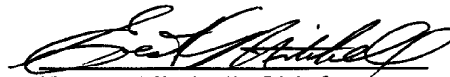
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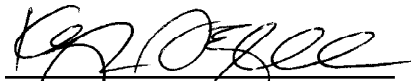
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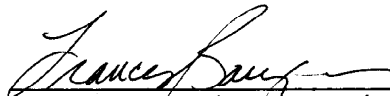
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