

SENIOR PROGRAM

Service Description

The Senior Program meets older adult's needs for maintaining their health, independence, social connections, support networks and quality of life. Active lifestyle programs such as skiing, canoeing, kayaking, hiking, and wood working serve as an attraction for both younger and older senior adults. Services such as health screenings, legal services, insurance counseling, housing referrals, meal information, adult education classes and van trips are offered on a regular basis. Access to community social services is provided to Eugene seniors on a limited basis through the senior program outreach staff. The City's Senior Program provides the only year-round, senior-focused outdoor program in Eugene. Programs and services are currently provided through Campbell and Petersen Barn Community Centers.

For FY09, the total adopted budget for the Senior Program was provided by 5.85 FTE at a cost of \$911,246.

Historic Perspective

Campbell and Trude Kaufman Senior Programs were greatly assisted in their early years by two endowments, a funding bequest from Dr. Eva Johnson in memory of her sister, Celeste Campbell, and a property bequest from Trude Kaufman. Over the years, expansion of facilities and programs has been funded by grants, donations, fund raising, and volunteerism.

- 1958 The Emerald Empire Council of Aging helps coordinate senior service programs.
- 1961 Operation moved to an abandoned school play shed at the former Lincoln Elementary School.
- 1962 Ribbon cutting for Campbell Center, the first senior center north of San Francisco on the west coast.
- 1966 Grant from Lane County Housing Authority for an addition to Campbell Center to enable provision of services to low-income seniors living in the newly built Lane County Housing development across the street.
- 1969 Eugene awarded Gold Medal in parks and recreation by the National Park and Recreation Association.
- 1972 Campbell Center expanded to include a wood shop.
- 1973 Trude Kaufman Senior Center formally dedicated.
- 1989 Campbell Center underwent a major addition and renovation.
- 1992 Fees increased as a result of Eugene Decisions.
- 1997 Kaufman Center leased to outside agencies as a result of Measure 47/50, when all general fund monies for operating the senior center were cut.

- 1998 Petersen Park Barn Center becomes a half-time senior program as a result of Measure 47/50. Prior to this it had been a community center for all ages with a senior program operating both in the morning and afternoon.
- 2002 Campbell Center and Petersen Barn expand continuing education classes in response to reductions at Lane Community College.
- 2002 Campbell Center celebrates 40th anniversary.
- 2002 Petersen Barn celebrates 25th anniversary.
- 2003 Campbell Center Health Fitness Center feasibility study completed.
- 2006 Campbell Center expansion and update of Computer Lab with Telecom Funds completed.

Citizen Involvement

Campbell and Petersen Barn Community Centers each have a citizen advisory group which comprises individuals with an interest in the success of the service. These groups work with and advise staff on programming, assist in fund raising, assist in program evaluation, advise on trust fund expenditures, and serve as ad-hoc committees on a variety of issues.

Customer Input

Feedback to facilitate service changes and improvements are received through formal and informal surveys, evaluations, meetings and solicitation of informal feedback through customer interaction.

Mission

The Senior Program mission is to promote and maintain health and well-being, enhance quality of life, strengthen support networks, and recognize and assist individuals in remaining active, productive, and independent by offering recreational programs and services to achieve this goal.

Outcomes

- Provide programs that improve health and well-being.
- Contribute to the quality of life for older adults in our community.
- Provide experiences that allow for finding companionship through activities and informal drop-in programs.
- Provide opportunities to realize creative capacities, experience personal growth, development, and achievement.
- Strengthen support networks within the greater Eugene community.
- Provide opportunities for individuals to remain active, productive, and independent.

Operating Principles

- Serve people with a broad range of ages as well as educational and economic and cultural backgrounds.
- Open to input and feedback from user groups.
- Major decision-making includes City advisory boards, partner agencies, and users.
- Recognize and honor the rich history and traditions of senior center programs.
- Act as a resource to the community on issues of aging and provide information about other agencies and organizations that provide services to older adults in the community.

Current Operating Environment

External Trends

Older Seniors Have Special Needs

Most seniors are on fixed incomes. As frailty and health care needs increase, older seniors tend to have less disposable income and higher need for subsidized recreation, information, and social services. This population currently relies on the Senior Program's services for access to senior subsidies from the Lane County Health and Human Services Department and Eugene Water and Electric Board. Senior centers are often the place where financial need, health, abuse, and nutrition issues are first disclosed. Senior Programs must continue to provide low-cost activities for older seniors and function as the focus for older senior support.

Baby-boomers

The first of the 78 million boomers started receiving Social Security retirement benefits this year, and the Census Bureau estimates almost 8,000 of them turning 60 every day. They are more active, educated and computer-literate population, with different expectations than older seniors.

Some boomers work into their 60's and program offerings need to fit their schedules. They will challenge senior center programming and demand new offerings. With more disposable income than older seniors, they represent the future vitality of this program and are the key to revenue generating programming. This requires frequent reassessment of demand and rebuilding of staff skills and programs. It also indicates the need to provide programs in a different venue and format than the traditional approach.

Converging Social Trends

More assisted living centers and improved health care has resulted in increased numbers of older seniors with declining health issues. Boomers acknowledge they are aging but bristle at the term "senior". Programs in the next decade are going to have to balance the wishes of the elderly stalwarts with those of the baby boomers. Healthy seniors are seeking more opportunities for active recreation and seniors with disabilities are seeking

adapted recreation. These increase the need and demand for services and programming, and require increased coordination with other recreation service areas.

Community Support

Strong community support is a program asset and manifests itself in a strong volunteer system. In FY04, 7,798 volunteer hours were given to senior programs. This number increased to 12,993 hours in FY08. Community support is also enhanced by the many agencies and organizations that partner and coordinate with the Senior Program area. Both Campbell Center and Petersen Barn have strong Advisory Councils and seniors have a strong sense of program ownership. It is essential for community support to be maintained as it enhances programs and services.

Growth

According to "Graying of Oregon: A Crisis in the Making," between now and 2030, Oregon and the country will experience an unprecedented shift in the age of the population. U.S. Census data indicates that the majority of "baby boomers" were over 50 in 2000, and will turn 65 between 2010 and 2030. A statistical profile of Lane County compiled by LCOG's Office of Economic Analysis states the most significant percentage changes in population distribution between 2000 and 2006 occurred in the 55-59 age group (an increase of 47%), followed by the 60-64 age group (an increase of 34%). Also notable is the substantial increase in the oldest generations; the population of residents 85 years and older increased by 25%. This unparalleled increase in population has presented challenges for significant increase in demand for service and increase in staff and budget to meet the demand. The City of Eugene's Senior Program is trying to position the service to respond to the shift in the age population but financial resources may need to be added to meet this increase in demand.

Customers' Expectations Increase

Because of the growth in our customer service base, we are expecting a higher demand for services in the years to come. Our challenge is to meet this higher demand while maintaining our quality of service.

Internal Conditions

Facility /Program Needs

The aging "Baby Boomers" are going to have the same impact in senior centers that they had as babies when they were born, in schools, in the work force and in society in general. The ability to expand programs, services and meet changing recreational needs is limited by our locations, aging facilities and inventory of amenities (gyms, classrooms, fitness/dance rooms, conference rooms, etc.) in our buildings. The impact of "Baby Boomers" to our programs and facilities can not be underestimated. Financial resources

will have to be increased or significant reprioritization of existing services will have to occur to meet future facility and program needs.

Senior Outreach Program

Campbell Center has a contract with Lane County Human Services to provide Federal and local energy assistance to low income Seniors 60 and over. One Outreach staff and a volunteer are currently able to meet program demands, however, through contract changes in 2005, conversion of all paper forms to a new software system and an increase in demand for energy programs has impacted service delivery. These changes have increased budgetary expenditures without any changes in spending authority. To enable this program to continue, either additional funding will have to be identified or other lower priority programs will have to be eliminated.

Petersen Barn Community Center

Petersen Barn offers a half-time senior program. Limited staff and program hours continue to present an obstacle to offering a full range of program opportunities to older adults. The growth and development of assisted living facilities in the Bethel-Danebo sector of the city has driven increased demand for programs and services for older adults of the Bethel-Danebo community.

Facility Rentals to Community Groups and Private Parties

Facility rentals are utilized to offset revenue targets, allowing free and fee-based programs to be more accessible to older adults of all income levels. Rentals also create a sense of familiarity with City of Eugene, Campbell Center and Lamb Cottage as a community resource. Rentals and Community use of Campbell Center and Lamb Cottage continues to increase and create further demand on budget, facilities and staff.

Performance Measures

Core Processes

Provide Programming

- Number of activities planned
- Annual program attendance

Manage Facility Rental

- Number of rentals annually
- Annual total attendance
- Revenues generated annually
- Community use of facilities during available rental time

Total System

Effectiveness

- Number of patron visits to program activities

Efficiency

- Total senior services cost per patron visit
- Net senior services cost per patron visit

Financial

- Percent of total senior services costs offset by revenues

Customer Satisfaction

- Percent of survey respondents who are satisfied or very satisfied with senior services

Strategy 1: Increase collaborative community partnerships that broaden programs and services.

Objective: Increase collaborative community partnership by two per year.

Work activities:

- Establish community partnership baseline by June 2009.
- Utilize the Recreation Division criteria to define community partnerships in Senior Services.
- Develop list of qualifying organization.
- Fold new community partnerships into current marketing campaign to increase awareness of partnership opportunities.
- Explore relationships with Assisted Living Facilities as potential community partners.

Strategy 2: Increase community awareness of Senior activities and services.

Objective: Contact at least five new community-Senior/Neighborhood/Service groups each year to present and distribute information regarding services and activities.

Work Activities:

- Present information of current services to community groups.
- Target outreach efforts to groups that serve minorities.
- Create, develop and advertise senior program offerings in a variety of media forms.
- Coordinate brochure delivery with current partnership agencies that provide services to different minority, ethnic, and underserved groups.
- For new participants, develop a question into customer surveys on how they found out about the service or activity.
- Advertise senior program offerings in mediums that target diverse populations.

Strategy 3: Maintain overall service quality.

Objective: 95% of customers surveyed annually are satisfied with service received.

Work Activities:

- Survey customer satisfaction throughout each year.
- Examine the mix of service demand and remaining resources to ensure that programs are of high quality.
- Partner with other organizations and community agencies to sponsor and support special activities for seniors.

