

AGENDA

COMMUNITY SERVICES COMMITTEE

Regular Meeting
October 23, 2013
9:30 A.M.

Laguna Woods City Hall
Council Chambers
24264 El Toro Road
Laguna Woods, CA 92637

AGENDA DESCRIPTION: The Agenda descriptions are intended to give notice, to members of the public, of a general summary of items of business to be transacted or discussed. Any person wishing to address the Community Services Committee on any matter, whether or not it appears on this agenda, may do so under the appropriate section of the agenda. Whenever possible, lengthy testimony should be presented to the Committee in writing (12 copies) and only pertinent points presented orally. Requests to speak to items on the agenda shall be heard at the appropriate point on the agenda; requests to speak about subjects not on the agenda will be heard during the Public Comment section of the meeting.

I. CALL TO ORDER

II. ROLL CALL

III. COMMITTEE BUSINESS

A. Community Outreach Strategies

RECOMMENDED ACTIONS:

1. Recommend that the City Council expand community outreach strategies to include replacing the quarterly *Wood Works* newsletter with a combination of periodic targeted mailings, public forums, and a Mayor's column.

AND

2. Provide input to staff on the City's use of social media.

B. 2014 Community Services Grant Funding Recommendations

RECOMMENDED ACTIONS:

1. Recommend that the City Council award a total of \$75,000 in competitive Community Services grants to six (6) grantees: The Braille Institute \$20,000, South County Outreach \$20,000, Trauma Intervention Program \$5,000, Dayle McIntosh Center \$8,000, Roxanna Todd Hodges Foundation \$7,000 and the Foundation of Laguna Woods Village \$15,000.

AND

2. Recommend that the City Council award a total of \$75,000 in Community Services Grants to Age Well Senior Services for: Adult Day Services \$22,500, Transportation \$22,500 and Florence Sylvester Memorial Senior Center \$30,000.

C. Committee Work Plan and Events

RECOMMENDED ACTION: Discuss and provide input to staff.

IV. COMMITTEE MEMBER COMMENTS

V. PUBLIC COMMENTS

VI. ADJOURN

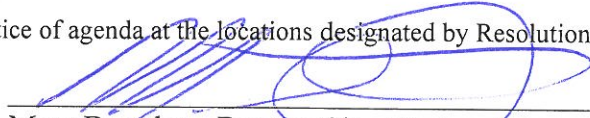
The next regular meeting of the Community Services Committee will be at 9:30 a.m. on January 22, 2014, at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, CA 92637. Meetings may be cancelled due to a lack of agenda items.

AMERICANS WITH DISABILITIES ACT: In compliance with Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk at (949) 639-0500 (Voice) or, TDD (949) 639-0535 or the California Relay Service at (800) 735-2929 if you have a TDD or (800) 735-2922 if you do not have a TDD. Notification 48 hours prior to the meeting should enable the City to make reasonable arrangements to assure accessibility to the meeting.

AGENDA: The Community Services Committee agenda and agenda back-up materials are available from the Office of the City Clerk, after 4:30 p.m., on the Friday prior to the Community Services Committee meeting. The Office of the City Clerk is located at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, CA 92637. Copies of the agenda are provided at no cost. Agenda back-up materials are available at City Hall for inspection and copies are available at no charge prior to the meeting. A per page copy cost does apply after the meeting. If you wish to be added to the e-mail or regular mail list to receive a copy of the agenda, a request must be made to the City Clerk in writing. Copies of the agenda are mailed only if stamped, self-addressed envelopes are provided. The City of Laguna Woods mailing address is 24264 El Toro Road, Laguna Woods, CA 92637. Phone: (949) 639-0500, FAX (949) 639-0591.

I declare under penalty of perjury that I posted this notice of agenda at the locations designated by Resolution 0233.

10/18/13
Date



Marc Donohue, Deputy City Clerk

RECAP

**SEPTEMBER 25, 2013
MEETING**

RECAP COMMUNITY SERVICES COMMITTEE

REGULAR MEETING
September 25, 2013
9:30 A.M.

Laguna Woods City Hall
Council Chambers
24264 El Toro Road
Laguna Woods, CA 92637

AGENDA DESCRIPTION: The Agenda descriptions are intended to give notice, to members of the public, of a general summary of items of business to be transacted or discussed.

Any person wishing to address the Community Services Committee on any matter, whether or not it appears on this agenda, may do so under the appropriate section of the agenda. Whenever possible, lengthy testimony should be presented to the Committee in writing (12 copies) and only pertinent points presented orally. Requests to speak to items on the agenda shall be heard at the appropriate point on the agenda; requests to speak about subjects not on the agenda will be heard during the **Public Comment** section of the meeting.

I. CALL TO ORDER

Chair Oakes called to order at 9:30 am.

II. ROLL CALL

Present: Oakes, Coles, Gorman, Levine, Rhodes, Sheppard, Portlock, Unatin

Absent: Singer, Unger

III. PRESENTATIONS – None

IV. COMMITTEE BUSINESS

A. Committee Policies, Procedures and Regulations

Community Services Manager, Patrick Foley reviewed with the Committee the City Council's Policy for advisory committees. The committee then reviewed and established their rules for conducting meetings and a seating arrangement around large folding tables arranged in the shape of a square.

B. Appointment of a Committee Chair

The committee unanimously agreed to appoint Loretta Sheppard as Vice Chair of the Community Services Committee to conduct meetings in the absence of the Chair.

C. Status of Community Services Subcommittees

Committee member Rhodes moved that the Community Services Committee dissolve the Social and Health Services; Arts, Culture and Recreation; Community Relations; and Transportation Programs/Services subcommittees. The motion was seconded by Committee member Sheppard and the Committee unanimously agreed to dissolve the subcommittees.

D. Appointment of an Ad Hoc Community Services Grants Committee

The committee reviewed and discussed the need for a temporary Ad Hoc Community Services Grants Committee. Committee member Rhodes made the motion to appoint a four member Ad Hoc Community Services Grants Committee through October 23, 2013 to make recommendations regarding the award of the 2014 community services grants. It was seconded by committee member Cole and unanimously approved by the Committee. Committee member Levine moved to appoint committee members Singer, Unger, Rhodes and Oakes to the Ad Hoc Community Services Grants Committee. It was seconded by committee member Gormin and unanimously approved by the Committee.

E. Critique of the September 21, 2013 Laguna Woods Goods Exchange

The committee discussed a number of recommendations for making the Goods Exchange run more efficiently. The committee recommended that paper shredding and hazardous waste collection be done on a different date and not in conjunction with the Goods Exchange.

F. Committee Work Plan and Events

The committee reviewed their work plan including the hosting of an open house at City Hall to celebrate the City's 15th anniversary of incorporation on March 24, 2014; a future Book Author event and plans for the holiday decorations display in the City Council Chambers on December 3rd at 11 a.m.

G. Modifications of Committee Meeting Schedule

The Committee unanimously voted to cancel their meetings scheduled for November 27, 2013 and December 25, 2013.

V. **SUBCOMMITTEE REPORTS**

Representatives from each of the subcommittees gave a brief update on the status of their activities.

VI. **PROJECT UPDATES - None**

VII. **COMMITTEE MEMBER COMMENTS - None**

VIII. **PUBLIC COMMENTS - None**

IX. **ADJOURN**

The meeting was adjourned at 10:55 a.m. The next meeting of the Community Services Committee will be at 9:30 a.m. on October 23, 2013, at Laguna Woods City Hall, 24264 El Toro Road, Laguna Woods, CA 92637. Meeting may be cancelled due to a lack of agenda items.

City of Laguna Woods Agenda Report

DATE: October 23, 2013 Community Services Committee Meeting
TO: Chair and Members of the Community Services Committee
FROM: Christopher Macon, City Manager
AGENDA ITEM: Community Outreach Strategies

Recommended Action

1. Recommend that the City Council expand community outreach strategies to include replacing the quarterly *Wood Works* newsletter with a combination of periodic targeted mailings, public forums, and a Mayor's column.

AND

2. Provide input to staff on the City's use of social media.

Background

Since 2000, the City has published a quarterly newsletter called *Wood Works*. The newsletter has generally consisted of four pages of information, as well as periodic inserts of one to two additional pages – sometimes including materials produced by the El Toro Water District. The newsletter is mailed to deliverable postal addresses within the City and is also available at City Hall and on the City's website.

The City's other community outreach strategies include use of its website, Twitter, Channel 31, map/informational guide (currently being updated in accordance with the City Council's approved budget and work plan), standing advisory committees, and publically noticed meetings. Staff also participate in Laguna Woods Village's new resident orientations and appear on TV6 to discuss City news and services.

- Twitter
www.twitter.com/lagunawoodscity

Discussion

Staff believe that opportunities exist for the City to expand its community outreach strategies to more effectively connect with residents and businesses.

Targeted Mailings

The existing *Wood Works* newsletter is produced quarterly which limits its ability to be used to communicate news and current affairs in a timely manner. Staff have explored mailings used in other cities and believe that periodic targeted mailings in the form of small or large postcards, heavy stock flyers, or folded newsletters are a viable alternative. The targeted mailings would be used to advertise specific events (e.g., Laguna Woods Goods Exchange) or relay specific, topical information (e.g., coyote/wildlife precautions, crime prevention, recycling) on an as-needed basis. Staff would anticipate approximately four targeted mailings per year.

Staff recommend the production of an annual “State of the City” publication as one of the targeted mailing to provide current and prospective residents and businesses with “at a glance” information on the City’s accomplishments and activities.

The Ad Hoc Economic/Community Development Committee of the City Council (Mayor Ring and Councilmember Conners) is exploring ways to attract, retain, and support local businesses, including potential mailings that would be consistent with the concept of periodic targeted mailings. The Ad Hoc Committee will present its recommendations to the City Council later this fiscal year.

Public Forums

Public forums (“Coffee with the Council,” town hall/neighborhood meetings, etc.) are a regular occurrence in many other cities and help to facilitate ongoing dialogue and communication with residents. A typical format includes brief updates on City news and services followed by informal public comments and discussion. Unless noticed pursuant to the Ralph M. Brown Act, City Council attendance would be limited to no more than two members per public forum.

Staff recommend that public forums take place on an ongoing basis throughout the year, rotating amongst a variety of locations outside of City Hall with the goal of making government as accessible and convenient as possible. Relevant City staff would attend and City Council representation could be arranged by the Mayor. The City would provide light refreshments and advertising for each public forum. Staff would anticipate scheduling approximately four public forums per year.

The Ad Hoc Economic/Community Development Committee is hosting roundtable meetings with contractors and local businesses as part of its outreach efforts. The Ad Hoc Committee may recommend continuation of those meetings in the future; however, those meetings would be in addition to resident-oriented public forums.

Mayor's Column

To provide timely information, staff recommend an at least bi-monthly Mayor's column to be posted on the City's website and made available to local media (e.g., *Laguna Woods Globe*) and community partners. Staff would collaborate with the Mayor on the column's content, which would include City news and current affairs (e.g., major project updates, upcoming events, recent City Council actions), as well as specific, topical information (e.g., disaster preparedness, recycling). The column would not be used for the advancement of personal political views.

Social Media

The City currently operates a Twitter page. Twitter is a free social media network that allows users to "tweet" messages up to 140 characters long. In the City's case, tweets are viewable by the general public and subscribers ("followers"). Twitter users are also able to comment on and "retweet" messages posted by the City. As of October 17, 2013, the City has 721 Twitter followers.

Staff would like Community Services Committee input on the use of social media. If it is the City Council's desire to continue using Twitter and/or expand into other social media networks (e.g., Facebook, LinkedIn), staff will prepare a social media policy for consideration at an upcoming City Council meeting. Preparation of such a policy would include the City Attorney and Joint Powers Insurance Authority in light of the legal and risk management issues associated with social media.

Fiscal Impact

The City's current fiscal year budget to produce and distribute the quarterly *Woods Works* newsletter is \$28,800. The expanded community outreach strategies detailed herein could be accommodated within that budget.

Conclusion

Staff has identified several potential opportunities to expand the City's community outreach efforts. City Council direction and Community Services Committee input will help guide future community outreach efforts.

City of Laguna Woods Agenda Report

FOR: October 23, 2013 Community Services Committee

TO: Chair and Members of the Community Services Committee

FROM: Ad Hoc Community Services Grants Committee

Agenda Item: 2014 Community Services Grant Funding Recommendations

Recommended Actions:

A. Recommend that the City Council award a total of \$75,000 in competitive Community Services grants to six (6) grantees: The Braille Institute \$20,000, South County Outreach \$20,000, Trauma Intervention Program \$5,000, Dayle McIntosh Center (DMC) \$8,000, Roxanna Todd Hodges (RTH) Foundation \$7,000, and the Foundation of Laguna Woods Village \$15,000.

AND

B. Recommend that the City Council award a total of \$75,000 in Community Services grants to Age Well Senior Services for: Adult Day Services \$22,500, Transportation services \$22,500, General operations at Florence Sylvester Memorial Senior Center \$30,000.

Background

A public notice inviting applications for grants was published in the Globe newspaper on July 25, 2013. Application packets were mailed to eighteen (18) non-profit organizations that requested information. The following nine (9) applications were received by the August 30, 2013 deadline, totaling \$162,500:

<u>Organization</u>	<u>Funding Request</u>
▪ The Braille Institute	\$20,000
▪ South County Outreach	\$20,000
▪ Trauma Intervention Program	\$5,000

▪ Laura's House	\$5,000
▪ Dayle McIntosh Center	\$10,000
▪ Foundation of Laguna Woods	\$15,000
▪ Laguna Playhouse	\$2,500
▪ RTH Stroke Foundation	\$10,000
▪ Age Well Senior Services	\$75,000

Discussion

On September 10 and September 26, the Ad Hoc Community Services Grants Committee and staff reviewed the nine applications for grant funding. After a thorough review and discussion of each application, the Ad Hoc Committee recommended award of six competitive grants totaling \$75,000 and \$75,000 for Age Well Senior Services.

The Ad Hoc Community Services Grants Committee made the following determinations on the grant funding requests:

- The Braille Institute (\$20,000), South County Outreach (\$20,000), Foundation of Laguna Woods Village (15,000), and the Trauma Intervention Program (\$5,000) are recommended for funding at the levels requested based on the number of residents to be served and the need in the community for these services and programs.
- The funding requested by the Dayle McIntosh Center (\$10,000) was reduced to \$8,000 since the Aging with Vision Loss Program will also be funded through a grant from the Department of Rehabilitation.
- The funding requested by the Roxanna Todd Hodges (RTH) Foundation (\$10,000) was reduced to \$7,000 since the seminars to conduct screenings for carotid artery, aneurysm, cholesterol and blood pressure can be implemented with less funding.
- Laura's House (\$5,000) was not recommended for funding. The program provides clinical and psycho-educational services for adult women and men 55 and over who are at risk of abuse or its recurrence in a domestic setting, along with community education activities raising awareness of this issue for social service and law enforcement agencies. The organization has other funding sources to continue this program in Laguna Woods.

- Laguna Playhouse (\$2,400) was not recommended for funding. The organization proposed using the City's grant funds to provide 24 residents complimentary bus service from Clubhouse 3 to and from the Laguna Playhouse if they purchase a Special Thursday Matinee Series of 6 performances costing over \$200 dollars. The proposed transportation service did not rank high enough for funding.

All the non-profit organizations that have submitted a grant application have been invited to attend today's Community Services Committee meeting. The representatives from these organizations will be given the opportunity to provide additional information on their grant proposals.

Conclusion

The Ad Hoc Community Services Grants Committee's funding recommendations total \$150,000. This amount is included in the budget approved by the City Council. The Community Services Committee's recommendations on grant funding will be forwarded to the City Council for consideration in November 2013.

The attached chart summarizes the non-profit organizations funding requests, proposed accomplishments for 2014 and the Ad Hoc Community Services Grants Committee's funding recommendations for 2014.

Attachment 1: Chart of Grant Funding Recommendations for Calendar 2014

Report prepared by: Patrick Foley, Community Services Manager

**2014 COMMUNITY SERVICES
GRANT FUNDING RECOMENDATIONS**

The City Council approved \$75,000 for the 2014 Calendar year competitive grants and allocated \$75,000 for Age Well Senior Services for transportation, adult day services and the Florence Sylvester Memorial Senior Center. The following is a summary of the 2014 grant funding recommendations for the non-profit organizations.

2014 COMPETITIVE GRANTS

Organization	Program	Request	Recommended	Proposed 2014 Accomplishments
Braille Institute	Training for residents with sight loss	\$20,000	\$20,000	675 residents will be served through classes, training, in-home visits and presentations
Trauma Intervention (TIP)	TIP seminar, training, liaison, and resource guide program	\$5,000	\$5,000	215 residents will be served by this program which provides follow up to those receiving TIP services, TIP Resource Guides, conducts Emotional First Aide Seminar and recruits and train residents to be TIP volunteers. TIP will also maintain working relationships with first responders and key city staff
South County Outreach	Provide emergency food, rental assistance and utility assistance	\$20,000	\$20,000	Provide assistance to 600 residents of Laguna Woods through the Food Pantry, clothing, utility assistance, rental assistance, homeless prevention counseling, computer lab training and other necessities
Dayle McIntosh Center(DMC)	Aging with Vision Loss in home mobility training	\$10,000	\$8,000	The program assists 20 residents who are blind or visually impaired by providing home based services to help them to adjust to their disability. DMC operates an office in Laguna Hills and works closely with the Low Vision Club of Laguna Woods Village.
Foundation of Laguna Woods Village	Provide temporary emergency aid and relief to elderly, physically and economically disadvantaged residents of the	\$15,000	\$15,000	Will provide assistance to 300 residents of the Village needing temporary emergency funding for: doctor bills, drug prescriptions, utility bills, caregiver service, nursing care, food, eye glasses, transportation and other

ITEM III-B

	village			emergency/temporary needs.
Organization	Program	Request	Recommended	Proposed 2014 Accomplishments
RTH Foundation	Stroke Prevention Information and Free Screenings	\$10,000	\$7,000	Schedule 16 seminars to provide up to 1,000 residents of the City with information on the risk factors for stroke and teach them how to minimize these risks and conduct free carotid artery, aneurysm, cholesterol and blood screenings.
Laura's House	End Family Violence in Later Life	\$5,000	Not recommended for funding	The program proposes to serve 10-15 residents directly and outreach to 250+ club members, community groups and professionals to raise awareness of the risk of abuse for adult men and women 55 and over in a domestic setting.
Laguna Playhouse	Bus Transportation to Laguna Playhouse for residents of Laguna Woods	\$2,400	Not recommended for funding	The Laguna Playhouse proposes to use the grant funding to provide 24 residents complimentary bus service from Clubhouse 3 to and from the Laguna Playhouse if they purchase a Special Thursday Matinee Series of 6 performances costing over \$200 dollars.
	TOTAL FUNDING	\$87,400 Request	\$75,000 Recommended	

2014 FUNDING AGE WELL SENIOR SERVICES

Organization	Program	Funding	Proposed 2014 Accomplishments
Transportation	Trips for handicapped or economically disadvantaged residents	\$22,500	Provide 475 residents with transportation to the Senior Center for congregate meals and socialization, shopping for groceries and to medical care programs, services and therapies
Florence Sylvester Memorial Senior Center	Senior Center Meals Program	\$30,000	Provide 2,600 residents with a Wellness program, Nutrition Program, Exercise Programs, financial and legal aid, Medicare and tax assistance, support groups and nutritious luncheons.
Adult Day Services	Outpatient day program	\$22,500	Provide 70 elderly and disabled adult residents with Adult Day Services to enable them to remain safely and independently in their own homes and in the least restrictive environment.
	TOTAL FUNDING	\$75,000	

Fiscal Year 2013-2014 Work Plan and Schedule of Events

ITEM III-C

Month	Community Services Committee	Friends of the Library	Other
July 2013		July 10 th 2 pm Author lecture, The Millionaire and the Mummies	
August 2013	Sunday Movie Matinee Aug 25 Magic of Belle Isle	August 17 th Sat 10am -2pm eReader Open House	
September 2013	Clean Up Day/Goods Exchange Sept 21 st 8:30 to 1 pm		9-11 Remembrance Ceremony City Hall Sept 11 at 9 am
October 2013			
November 2013	Sunday Movie Matinee Nov 3 rd TBA		
December 2013	Holiday Display City Council Chambers Dec 3, 2013		
January 2014	Sunday Movie Matinee TBA		
February 2014	Academy Award nominated movie TBA		
March 2014	15 th City Birthday Open House Sat March 24 th 3-5pm cake and tour of city hall		
April 2014	Sunday Movie Matinee TBA		Clean Up Day/Goods Exchange TBA
May 2014			
June 2014	Sunday Movie Matinee TBA		