



Memorandum

TO: NEIGHBORHOOD SERVICES **FROM:** Jon Cicirelli
AND EDUCATION
COMMITTEE

SUBJECT: SEE BELOW

DATE: April 21, 2025

Approved

Date:

4/30/2025

SUBJECT: Older Adults Age 50+ 2023-2024 Programs and Services Status Report

RECOMMENDATION

Accept the Fiscal Year 2023-2024 Older Adults/Senior Services Programs and Senior Nutrition Programs Report.

BACKGROUND

This report will elaborate on the City of San Jose's Parks, Recreation and Neighborhood Services Department (PRNS) commitment and efforts to plan, administer, and facilitate programs that contribute to longer, healthier, more fulfilling, and more active lifestyles for older adults.

Data has shown that San José's older population is growing rapidly. Approximately 32% of San José residents (325,287) are now over the age of 50. The California Department of Aging's 2023 report¹ illustrates the following for Santa Clara County:

- Residents over 60 years of age will grow by over 200% from 2010 to 2060.
- People over 85 years old projected to increase by 605% during that same period.
- In 2023, the California Department of Aging's 2023 Report on Santa Clara County population noted the following:
 - Number of residents over 60 years old is 448,001.
 - Number of residents over 75 years old is 144,773.
 - Number of Minority (non-White) residents aged 60 or older is 250,425.
 - Number of residents 60 years or older living alone is 60,600.
 - Number of residents 60 years or older on Medi-Cal is 88,433.

¹ https://aging.ca.gov/Data_and_Reports

Despite the anticipated longevity for older adults in this region, there are still those who struggle to maintain a healthy and fruitful lifestyle. Information from the Justice in Aging report data² for Santa Clara County illustrated the following:

- 32% of older adults 65+ do not have enough income to meet their basic needs.
- 19,956 older adults 65+ receive In-Home Supportive Services.
- 2,195 adults age 55+ interacted with the homeless response system.

Accessibility and connection to physical activity, engagement, mental health services, socialization, educational opportunities, and community resources will continue to be a priority of the PRNS Older Adult Services Team (Staff).

ANALYSIS

Based on the current service delivery models and the initiatives identified in the Age Friendly Action Plan, which City Council approved on October 20, 2020, staff is dedicated to aligning its work with the following participant and community outcomes for older adults:

- Increase civic and social engagement and decrease social isolation and loneliness.
- Increase awareness and access to community resources available to address food insecurities, transportation barriers, legal issues, housing needs, etc.
- Increase access to digital devices, broadband connectivity, and improved digital literacy skills.
- Improve physical health and safety through participation in evidence-based programs such as Enhance Fitness and the Stay Active & Independent for Life (SAIL). Both programs focus on fall prevention for older adults.

Staff strives to improve health outcomes and reduce social isolation among older adults ages 50+ through a variety of programs, civic engagement opportunities, and access to community resources. Over the past year, staff have observed a steady increase in participation with in-person services and programs. PRNS has resumed in-person program models and adapted health and safety practices to support Older Adults in accessing programs and services while addressing health concerns for both participants and staff. Opportunities are continuously explored to reinstate pre-pandemic programs and levels and enhance their overall quality of life through programs and services offered at community centers. PRNS remains committed to these goals while using the Age-Friendly Action Plan³ as a guiding framework.

² <https://justiceinaging.org>

³ www.agefriendlysiliconvalley.org

Senior Nutrition Program (SNP)

The Senior Nutrition Program (SNP) is a PRNS partnership with Santa Clara County Social Services Agency and TRIO Community Meals for the preparation and distribution of daily nutritious meals for older adults out of community centers. Through this collaboration, meals are provided to older adults experiencing food insecurity or those seeking socialization, while also serving as a resource hub for valuable information.

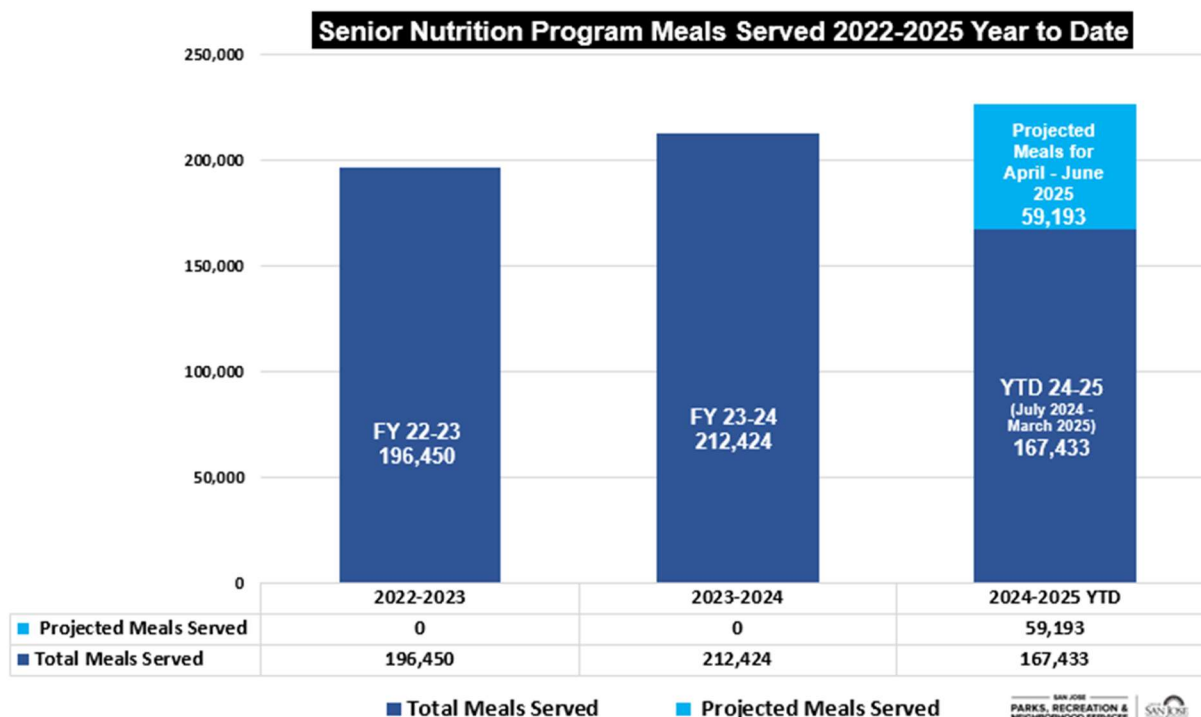
In collaboration with Santa Clara County, SNP plays a vital role in reducing food insecurity among adults ages 60+. PRNS staff operates SNP at 14 community center locations, with a County funded non-profit operating directly out of an additional community center location, Bascom. The City's SNP sites using a congregate meal model that historically served an average of 800 participants daily across San José. As of January 2025, SNP has experienced significant growth, with daily meal distribution with a daily meal distribution of 914. Participation rates have continued to rise annually since the return to in-person services in September 2022. Not all older adults have access to personal vehicles or are able to drive themselves to community centers for SNP, as some are experiencing financial limitations or managing medical conditions. To address this transportation barrier, staff collaborates with the County to implement the Mobility Management Program. This program provides participants with monthly Valley Transit Authority (VTA) bus passes and gas cards. Staff facilitates this process and supports participants access to SNP during the County's application processing period through the VTA Gap Passes program. In the past year, the City issued 103 Gap Passes at \$30 per pass for an annual cost of \$3,090 in Fiscal Year 2023 - 2024.

Additionally, the City of San José offers taxi services to SNP participants unable to use public transportation, resulting in 3,473 taxi rides as of December 2024. Staff also connects participants with resources that support homebound older adults, including Meals on Wheels and Get Food (Second Harvest's ready-to-eat meal program available countywide).

SNP participants also receive critical information and resources on housing, legal assistance, free dental care, and caregiver support. Throughout the week, our non-profit partners that are Older Adults Health and Wellness Grantees distribute this much needed information out of community centers. Additionally, staff conducts wellness calls, complete risk assessments, provide emergency notifications, and share critical information during heat- and cold-related events to older adults. The following table illustrates a breakdown of SNP sites operated in community centers, both hubs and neighborhood centers, by Council District:

City of San José – SENIOR NUTRITION PROGRAM	
COMMUNITY CENTER	District
Alma Community Center	District 7
Almaden Community Center	District 10
Alviso Branch Library	District 4
Bascom Community Center (Non-profit Operated)	District 6
Berryessa Community Center	District 4
Camden Community Center	District 9
Cypress Community & Senior Center	District 1
Evergreen Community Center	District 8
Gardner Community Center	District 6
Mayfair Community Center	District 5
Northside Community Center	District 3
Roosevelt Community Center	District 3
Seven Trees Community Center	District 7
Southside Community Center	District 2
Willow Glen Community Center	District 6

The following graph represents SNP participation rates from fiscal year 2022 - 2023 through the current fiscal year 2024 – 2025. The current fiscal year includes actual meals served through March 2025 and projected meals served April through June 2025.



Older Adult 50+ Program at Community Centers

The COVID-19 pandemic necessitated the rapid adaptation of program delivery for older adults, prioritizing health, and safety through innovative approaches. Despite these efforts, PRNS is experiencing a shortage of instructors and volunteers, impacting program capacity. The pandemic-induced lockdown and subsequent health precautions prompted a review and restructuring of programs for older adults. This restructuring aimed to maintain service delivery while adhering to evolving public health guidelines. However, the ongoing scarcity of qualified instructors and volunteers, many of whom are older adults, continues to pose an operational constraint.

To address the identified challenges, staff has prioritized the following key focus areas:

- **Barrier Reduction:** Identification and mitigation of obstacles hindering participation among older adults.
- **Program Diversification:** Development and implementation of a balanced program model encompassing:
 - Active programming to promote physical health.
 - Technology-based programs to enhance digital literacy and accessibility.
 - Activities designed to reduce social isolation and foster community engagement.
- **Age-Friendly Action Plan Alignment:** Integration of program strategies with the Age-Friendly Action Plan to ensure comprehensive and sustainable service delivery.

In pursuit of providing well-balanced programs to meet diverse older adult needs, a total of 948 classes and programs were offered in Fiscal Year 2023-2024, demonstrating a 69% increase from Fiscal Year 2022-2023. Additionally, there was a total unduplicated participant count of 15,541, reflecting a 44% growth in participation from Fiscal Year 2022-2023. These programs are designed to address key areas, including:

- Enhancement of health and safety.
- Reduction of social isolation.
- Promotion of civic and social engagement.

MENTAL HEALTH & WELL BEING - Staff continues to offer enrichment and social programs that support mental health and well-being, including activities such as bridge, creative writing, Handwork for Others (a group that creates handmade goods for hospitals and Emergency Services personnel for trauma victims), Loteria, quilting, literature exploration, and English and Spanish classes. These programs play a vital role in promoting a healthy and independent lifestyle for older adults.

INJURY PREVENTION - Group exercise and fall prevention programs, helping older adults at all fitness levels become more active, energized, and empowered have resumed. These programs include 50+ Fitness, Enhance Fitness, and are in collaboration with the City of Sunnyvale, the SAIL grant program.

FITNESS & EXERCISE - Staff focuses on expanding and recommencing fitness and exercise programs across 14 Older Adult program sites. These programs include aerobics, badminton, low-impact exercises, chair exercise, gentle yoga, Drum Cardio Exercise, Cumbia Fitness classes, Tai Chi, and Yuai Chi. These services provide older adults with essential resources and support to encourage physical activity, improve mobility, and foster social connections, all while having fun.

DIGITAL LITERACY - Staff has also embraced creativity by providing digital technology education, helping participants stay connected with family and friends. Classes cover essential skills such as using smartphones, sending emails, taking pictures, and attaching them to texts or emails. Moving forward, staff will continue exploring new and innovative ways to support older adults in accessing and using technology safely and effectively.

SOCIALIZATION - To support socialization, each of our Older Adult programs provides at least one, if not more, special activities or events each month to engage our Older Adult population. Examples of these activities include resource fairs, cultural celebrations, social activities, and high energy dance socials with live bands, with most activities attracting 100+ Older Adults. Additionally, our Older Adult programs host educational guest speakers or workshops each month to promote health and well-being.

Older Adult 50+ Citywide

To encourage socialization efforts with older adults from other community centers city-wide, special events and activities are facilitated that provide opportunities for increased interactions and connections. For example, given the continued growth and popularity with Table Tennis/Ping Pong, staff developed an annual Citywide tournament that takes place at various community centers. The third annual Table Tennis/Ping Pong Tournament took place at Seven Trees Community Center on Saturday, September 21, 2024; 150 people participated in the event. Tournament participants formed new connections and built new relationships, all while staying active.

Key Achievements for Older Adult Programs:

- **Expanded Trip Program:** 458 older adults engaged in social activities through 10 citywide outings.
- **Increased Community Outreach:** Attended 14 events, twice as many as events than in Fiscal Year 2022-2023.
- **Enhanced Emergency Preparedness:** 90 older adults trained through 3 grant-funded classes.
- **Successful Annual Color Walk and Resource Fair:**
 - Inaugural event drew 150 participants and featured 20 community resource tables.
 - Second annual event is scheduled for June 27, 2025, at Lake Cunningham.

In alignment with the Age-Friendly Action Plan, staff also takes feedback and guidance from the Senior Advisory Councils, the Senior Commission, and older adults when developing programs and services. Older adults can also share the type of programming they want to receive during listening sessions and announcements facilitated by staff during SNP programming. Additionally, staff continues to engage both previous Older Adults Health and Wellness Grant Program (OAHW) and new partners to support and advance these efforts.

Older Adults Health and Wellness Grant Program (OAHW)

PRNS awarded \$526,434 to nine local non-profit agencies in fiscal year 2024-2025 and plans to administer these funds through OAHW. The agencies are: Breathe California of the Bay Area; Catholic Charities of Santa Clara County; Health Mobile (also known as Tooth Mobile); Korean American Community Services, Inc. (KACS); Portuguese Organization for Social Services and Opportunities (POSSO); Senior Adult Legal Assistance (SALA); Sourcewise; The Vietnamese Voluntary Foundation, Inc. (VIVO); and Yu-Ai Kai/Japanese American Community Senior Service.

The program aims to reduce social isolation and improve the health and wellness of individuals aged 50+ through supportive services, Age-Friendly programming, health and wellness promotion, and educational classes. PRNS worked with grantees to transition their services and programs back to in-person, in alignment with PRNS

programs and services. The current OAHW cycle began on October 1, 2024, and will end on September 30, 2025.

CONCLUSION

PRNS has made significant strides in serving San José's growing older adult population, as evidenced by increased program participation, expanded service offerings, and strategic alignment with the Age-Friendly Action Plan. Class offerings increase by 69% and a total unduplicated count of 15,541 participants, reflecting a 44% growth in participation from Fiscal Year 2022-2023.

Through the Senior Nutrition Program and diverse community center initiatives, PRNS focuses on addressing food insecurity, reducing social isolation, and enhancing the overall well-being of older adults. PRNS is committed to adapting to evolving needs, fostering community engagement and partnerships ensuring the facilitation of vital services and contributing to an inclusive, thriving, and supportive environment for San José's older adults.

COORDINATION

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

/s/

Jon Cicirelli

Director of Parks,

Recreation and Neighborhood Services

For questions, please contact Maria De Leon, Deputy Director PRNS, at Maria.DeLeon@sanjoseca.gov.