

AGING IN PLACE

PROJECT SUMMARY SHEET

PROJECT TITLE: Aging In Place
PROJECT TYPE: <input type="checkbox"/> Community Improvement <input checked="" type="checkbox"/> Community-Wide Special Event
<p>BRIEF PROJECT DESCRIPTION (50 WORDS OR LESS):</p> <p>The Department of Aging is partnering with the Neighborhood Councils to host a conference entitled, "Aging In Place" in your local community to link seniors and caregivers with resources that will enable them to age in the comfort of their own home, with dignity and respect. The outreach for this event will increase awareness about the supportive services available through the department's Multi Purpose Senior Centers and Adult Day Support Centers throughout the City—a caregiver may live in your community, but care for others throughout the City. By hosting this conference in your local community, the Department of Aging will be able to leverage the participation of the community to assist seniors and caregivers and use this conference to conduct grass roots community outreach to develop community around this project. The outcome is that the Neighborhood Council is seen as the focal point of the event, supported by department staff that is responsible for implementation. The benefit is that the Department of Aging is able to work with the Neighborhood Councils that are seen as a trusted source of information in the community.</p>
<p>PROJECT SITE NAME: To be determined.</p> <p>ADDRESS OR LOCATION DESCRIPTION: Venue selection is based on a central location to the Neighborhood Councils that participant and should be able to accommodate 200 to 300 participants as well as a minimum of 10 vendors.</p>
<p>Community Impact Statement: please describe (a) the intended participants and beneficiaries including the projected number of participants; and (b) how the public or NDC will benefit from the project</p> <p>Approximately 200 to 300 Seniors and caregivers will be invited to participate at the conference.</p> <p>PROJECT OUTCOMES:</p> <ul style="list-style-type: none"> •Provide a project for the NC's to partner on with a City Department and other NC's •Create a regional approach to addressing issues within the community •Use project to create a leadership role for the NC to bring together community stakeholders •Use outreach for the event to increase awareness about the NC and the NC's projects •Use outreach to attract new members to the NC •Create community and align resources of stakeholders to assist seniors and caregivers •Encourage community awareness about resources available to seniors and caregivers •Link seniors and their family caregivers to supportive services •Brand the event with NC's Logo on all promotional outreach materials •Implement a BONC identified best practice within the NC's community •Enhance your NC's grassroots community outreach skills •Learn key elements of hosting a large event for the public

DATE SUBMITTED: 10-18-08	START DATE: 10-18-08	COMPLETION/EVENT DATE: Dec. 2008
LEAD ORGANIZATION NAME: City of Los Angeles Department of Aging (Government Agency)		501(C)3 ? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
PROJECT MANAGER (must be different than head of org): Charles Shivers	MS. <input type="checkbox"/> MR. <input checked="" type="checkbox"/>	TITLE/ROLE: Information & Assistance Director
MAILING ADDRESS: 3580 Wilshire Blvd. Ste. 300 LA, CA 90010		
DAY PHONE: (213) 252-4082	EVENING PHONE:	CELL PHONE:
E-MAIL ADDRESS: .shivers@lacity.org		FAX: (213) 252-4020
FUNDING REQUEST: \$ 5,000	MATCH CONTRIBUTION In-kind contribution based on staff salaries related to preparing for the conference and outreach	TOTAL PROJECT BUDGET \$ 5,000 per Neighborhood Council
<p>Has the applicant organization received funding from another NC? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes</p> <p>Approved Allocation of \$5,000:</p> <p>1) Empowerment Congress Central Area Neighborhood Development Council Funding Received For: Aging In Place Event</p> <p>2) Empowerment Congress Southeast Area NDC Funding Received For: Aging In Place Event</p> <p>Requesting Allocation of \$5,000:</p> <p>1) Empowerment Congress North Area (South) For: Aging In Place Event</p> <p>2) Empowerment Congress West Area (South) For: Aging In Place Event</p>		

NARRATIVE

[1] Description of Organization:

The Department of Aging is tasked with assisting seniors and caregivers in the community by linking them to supportive services that enable seniors to age in place, in the comfort of their own home, with dignity and respect. The Department of Aging is interested in partnering with the Neighborhood Council to access funding to host the conference because Federal Funds are not permitted to be used to advertise the conference nor to purchase food or refreshments for a conference.

The department would like to partner with Empowerment Congress North Area (South) area in order to conduct effective outreach within the community and to use this project as a means to galvanize support for seniors and caregivers in the community through the Neighborhood Councils, which represent a trusted source of information in the community.

[2] Community Partnerships:

Empowerment Congress Central Area Neighborhood Development Council approved a \$5,000 allotment and the Empowerment Congress Southeast Area approved a \$5,000 allotment to be used towards addressing issues impacting seniors and caregivers. The intent is to involve multiple Neighborhood Councils, such as Empowerment Congress North Area (South), to conduct outreach throughout the Council District to address the issues of seniors and caregivers at a regional level and minimize the overall cost through economies of scale.

[3] Project Description:

Project Description:

Partner with the EC North Area (South), EC West Area (South), EC Southeast Area, and EC Central Area to host the event titled, "Aging in Place, How Do I Stay in my Home and Live Independently."

Brief History:

The Department of Aging hosted an "Aging In Place" and a "Senior Balance Fair" during the previous fiscal year in the San Fernando Valley and is now focusing on Central and South Los Angeles in order to replicate the success of these events.

Project Goals:

- 1) Develop a partnership with these four Neighborhood Councils (NC's)
- 2) Use the event as an outreach vehicle for both NC(s) and LADOA
- 3) Reach a new audience surrounding the NC's local Multipurpose Senior Center and Recreation and Parks (RAP) Dining Centers
- 4) Link seniors to supportive services to promote aging in place
- 5) Increase senior involvement in the Neighborhood Council
- 6) Use NC funding to off set LADOA costs that are disallowable (i.e. food and outreach)

[4] **Scope of Work:** please provide a list of the major steps to be taken and corresponding timeline that clearly shows when each phase of the project will be completed.

August 2008: Identify Neighborhood Councils via DONE Project Coordinators and request that each Neighborhood Council allocate up to \$5,000 each (combined budget of up to \$20,000) to host an outreach event. The proposed project title will be, "Aging In Place—How Do I Stay In My Home and Live Independently." The intent is to assist both Seniors and Caregivers. Inform the LA City Councilmembers of LADOA's intent to seek out a partnership with the NC's for an outreach event.

The goal of the event is to expand upon the outreach to Seniors and Caregivers through the NC's. The month of September will be used to approach the actual Neighborhood Councils and to identify the venue, obtain quotes, and obtain additional partners for the event.

SEPTEMBER 2008: Have NC's place an item on their agenda to allocate up to \$5,000 to host an event and finalize the selection of the venue for the event. Finalize all partnerships for the event and send out vendor invites. At this point, requests for donations will also be sent out to potential funding sources and the Councilmembers, Recreation and Parks and the County Supervisors will be requested to provide buses for the event. Outreach via Red Plum submitted to Los Angeles Newspaper Group.

*Form internal committee and allocate staff to work with partners

*Identify RSVP phone number for event

OCTOBER 2008: Outreach, verify venue, review all logistical aspects of the event and monitor RSVP(s) for the event. Invite Mayor and Councilmembers to participate.

*Letters to the vendors in the mail

*Mechanism to track RSVP(s) in place

*Finalize caterer

*Identify who will provide water

*Purchase Gift Baskets

NOVEMBER 2008:

*Conduct Outreach

DECEMBER 2008:

*December 2008

[5] **Budget:**

TOTAL Estimated Project Budget: \$20,000 (with allocation of up to \$5,000 per each NC)

Type of materials: Continental Breakfast & Lunch

Suggested Vendors: Vendor to be determined

Cost Breakout: Continental Breakfast, Lunch, & Parking = \$20 per person

*200 participants + 25 vendors = 225 people x \$25.00 per person = \$5,000

This cost can be shared as follows: $\$5,000 / 4 = \$1,250$ per NC

*250 participants + 25 vendors = 275 people x \$25.00 per person = \$6,875

This cost can be shared as follows: $\$6,875 / 4 = \$1,718.75$ per NC

*300 participants + 25 vendors = 325 people x \$25.00 per person = \$8,125

This cost can be shared as follows: $\$8,125 / 4 = \$2,031.25$ per NC

Source of Funds/Account Number: Neighborhood Councils

Type of materials: Venue

Suggested Vendors: (Local Venue)

Cost Breakout: \$1,200

This cost can be shared as follows: $\$1,200 / 4 = \300 per NC

Source of Funds/Account Number: Neighborhood Councils

Type of materials: Banner

Suggested Vendors: Catalyst Imaging (City Vendor)

Cost Breakout: \$1,800

This cost can be shared as follows: $\$1,800 / 4 = \450 per NC

Source of Funds/Account Number: Neighborhood Councils

Type of materials: Guest Speaker Honorarium

Suggested Vendors: Based on Availability

Cost Breakout: \$150 per person: $\$150 \times 4 = \600

This cost can be shared as follows: $\$600 / 4 = \150 per NC

Source of Funds/Account Number: Neighborhood Councils

Type of materials: [Entertainment](#)
Suggested Vendors: Jordan Preston, The Entertainer
Cost Breakout: \$250
This cost can be shared as follows: $\$300 / 4 = \75 per NC
Source of Funds/Account Number: [Neighborhood Councils](#)

Type of materials: [Raffle Prizes](#)
Suggested Vendors: Costco
Cost Breakout: \$400
This cost can be shared as follows: $\$400 / 4 = \100 per NC
Source of Funds/Account Number: [Neighborhood Councils](#)

Type of materials: [Outreach](#)
Suggested Vendors: Red Plum (Outreach through LA Times and Daily Breeze)
Direct mailer to every household within the Neighborhood Council
Cost Breakout: \$8,000
*Fabrication and printing of newsletter to outreach for event.....\$2,500
*Postage for 20,000 households.....\$4,500
*Purchase mailing list specific to each Neighborhood Council.....\$1,000
Source of Funds/Account Number: [Neighborhood Councils](#)

[6] Budget Justification:

Please refer to the documentation provided in item number five for the number of units and the requisite per unit cost. The justification for the items suggested above is that these are the key elements required to host an event; the dollar amount is a reflection of the average cost of production, but can be adjusted up or down depending upon the quality of service desired.