



CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

C-13

2525 Grand Avenue

Long Beach, CA 90815

(562) 570-4000

FAX (562) 570-4049

June 14, 2005

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the Long Beach Strategic Plan for Older Adults. (Citywide)

DISCUSSION

The City of Long Beach Strategic Plan 2010 indicates that the City should, "Develop and implement a plan that addresses the needs of the elderly, including safety, transportation, housing, health and quality of life." The City Manager assigned responsibility to the Department of Health and Human Services (DHHS) to create a citywide plan addressing these issues.

The DHHS worked with a broad-based community task force of more than 60 volunteers that included older adults and representatives from the public, private, academic and senior services sectors. Over a period of three years, DHHS staff and task force members convened work groups and discussion panels, solicited community input through surveys, focus groups and key informant interviews, and conducted research and data collection to develop *The Long Beach Strategic Plan for Older Adults (Plan)*. The Plan provides guidance for meeting the needs of the current population of seniors and planning for the significant future increase in the city's diverse senior population that will result from aging Baby Boomers and the anticipated steady increase in life expectancy of all persons. By addressing the demographic, economic and social changes that the aging population will create, the Plan is the City's response to a call to action for a heightened focus on the problems and opportunities facing older adults.

1. TASK FORCE MEMBERSHIP

The Long Beach Strategic Plan for Older Adults Task Force (Task Force) is comprised of more than 60 representatives from: public and private sector agencies including health and social services providers; local hospitals; the Chamber of Commerce, the local university, community college and school district; key stakeholders, decision makers, elected officials, volunteer organizations, faith-based organizations and older adult volunteers. Members

also included representatives from various City Departments including Fire, Police, Housing, Community Development, Public Works, Parks, Recreation and Marine, Planning and Building, and Health and Human Services. A complete list of all persons and agencies that served on the Task Force or provided technical assistance or in-kind services toward the development of the Plan is in the acknowledgement section of the Plan.

2. VISION, MISSION AND STRATEGIC DIRECTIONS AND GOALS

The Plan presents a vision and a mission for the future of Long Beach that emphasizes the integral role that older adults play in the community, their contributions, their opportunities and their problems.

Vision

- Long Beach...the Best City to Live in for a Lifetime.

Mission

- To improve the lives of Long Beach's diverse older adults by supporting and improving safety, transportation, housing, health, and quality of life.

Strategic Directions and Goals

The Plan contains five goals and a series of action steps to achieve these goals:

1. To improve the overall **safety** of older adults at home and in the community.
2. To improve and enhance information, access, reliability, and affordability of **transportation** services to older adults.
3. To advocate for, promote, and increase access to safe, **affordable housing** for older adults.
4. To maintain and improve the **physical and mental health** and **well being** of older adults.
5. To strengthen, promote, enhance and expand programs and services that contribute to an exceptional **quality of life** for older adults.

Three Imperatives

Three overarching imperatives surfaced as priority issues to be addressed in all areas:

1. Overcome the fragmentation of services.
2. Augment local data collection processes to increase information about the city's older adult population.
3. Decrease cultural and linguistic isolation.

Implementation

Implementation of the Plan will require leadership, commitment and collaboration with the community, older adults, caregivers, and the public and private sectors. The Plan proposes the composition of a volunteer implementation committee, similar in nature to the Task Force, to implement the Plan.

This matter was reviewed by Senior Deputy City Attorney Donna F. Gwin on May 24, 2005 and Budget Management Officer David Wodynski on May 25, 2005.

TIMING CONSIDERATIONS

Action on this item is not time critical.

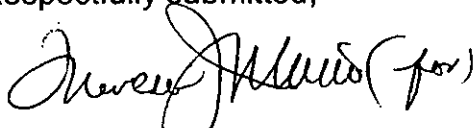
FISCAL IMPACT

There is no fiscal impact associated with this action. Future initiatives addressing the strategic mission of this Plan that require City resources will be identified separately.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



RONALD R. ARIAS
DIRECTOR
HEALTH AND HUMAN SERVICES

APPROVED:



GERALD R. MILLER
CITY MANAGER

Attachment