



**COMMISSION ON SENIORS RECOMMENDATION 2020429-03B (i)
FY 2021 Budget Recommendations**

Date: April 29, 2020

Subject: FY2021 Budget Recommendations

Motioned By: Garcia-Pittman

Seconded By: Angel

Recommendation

The Commission on Seniors submits the attached recommendations on the FY 2021 budget, using the “Root Cause Analysis” format requested by the Equity Office.

Description of Recommendation to Council

See each attached recommendation

Rationale:

See each attached recommendation

Vote

For: Briesemeister, Varteressian, Angel, Bordie, Cage, Garcia-Pittman, Grampp, Hauser, Kareithi, Nicol, Temperley, Van Sickle, Spain

Against: none

Abstain: None

Absent: Jackson, Lugo

Attest:

Jane Briesemeister, Chair

2021 Budget Recommendation Outreach to Older Adults

Root Cause Analysis

Story: What did you hear from the community?

One of the most prevalent comments from Commission on Seniors community outreach** is that older adults say they are often unaware of activities and services available to them from the city and city-funded providers. Respondents requested more promotion of services and activities (such as on TV, radio and utility bills), and some suggested having community navigators to help older adults who seek information.

**The Commission on Seniors conducted extensive community outreach to inform our budget recommendations. More than 50 people attended the Commission's February 4th Community Budget Engagement session at the Gus Garcia Recreation Center. In addition, the Commission drafted an Age Friendly Austin Community Feedback Survey that was provided online and in person to approximately 80 attendees at the AARP South Austin Chapter meeting at the South Austin Senior Center. The survey was available in English, Spanish and Vietnamese. More than 300 online responses were received.

Problem: What is the problem you identify?

Older adults are not always aware of the services and programs available to them in Austin. Promotion through online and social media are not reaching many older adults. Older adults also seek more information and assistance in determining which services and programs are appropriate to their needs.

How does the problem show up in your community? Who is most impacted by the problem?

Without extensive survey research it is difficult to know who is not being served. It is striking that older adults who attended Commission-sponsored community engagement meetings or responded to our surveys consistently make similar comments about wanting more communication, more outreach, and more help. We can only assume that there are many, many older adults who feel the same way, but did not receive our survey or attend an engagement meeting. We also note that 75% of the participants in our community engagement (in person and online) were white and therefore we believe even our current communication and outreach tools are not reaching communities of color.

Addressing this problem supports SD 2023 strategic outcomes: Government That Works For All, Health and Environment, Culture and Lifelong Learning.

Considering all of the information you have or have not collected above, how do we solve for this problem?

The Commission on Seniors recommends Austin Public Health provide support to the Age Friendly Action Plan Coordinator to conduct a needs analysis and make recommendations on community outreach and engagement to older adults in Austin, with an emphasis on reaching communities of color. Support could include a consultant, dedicated graduate student intern, or VISTA volunteer. The analysis should discover how older adults in various communities (communities of color, LGBTQ, disability) seek and receive information and how to effectively communicate with those groups. In addition, determine how to engage all city departments in effectively communicating with older adults. The Joint Inclusion Committee and other quality of life commissions should be engaged in this discussion as well.

After question three, which questions from the flowchart are you prepared to answer?

___Is there funding? Possibly available within existing funding

___Which department holds the funding? Austin Public Health, Parks and Recreation, potentially others

___How much funding is there?

___Which orgs receive it?

___How is success measured?

The Commission on Seniors intends to field the Age Friendly Austin Community Feedback Survey annually. The survey and in person community engagement are ones means of measuring success. Engagement by persons of color, the LGBTQ community and persons with disabilities should be noted.