

June 3, 2014

Regular Meeting

Item #9a

Social Services

Senior Services

Update

Senior Services



MONO COUNTY

**Presentation to Board of Supervisors
June 3, 2014**

Senior Services Update



- Overview of Services
- Additional Benefits
- Outlook: FY 2014-15
- Questions and Direction

Senior Services



- Congregate and Home Delivered Meals
- Assisted Transportation and Transportation (bus passes)
- Senior Center Activities
- Healthy IDEAS Program
- Information and Assistance
- Personal Safety Devices

Services offered by Eastern Sierra Area Agency on Aging (ESAAA):

- ❖ Telephone Reassurance
- ❖ Family Caregiver Support Program
- ❖ Long-term Care Ombudsman Services
- ❖ Legal Assistance



Tri-Valley Senior Services



Conducting client services in-take,
Benton Community Center



Rick Williams, Senior Services Staff,
Tri-Valley Area

Antelope Valley Senior Center

Mule Deer Rd., Walker ~ Open M-F, 7:00am – 3:30pm



Sandi, Moises, Pat

Antelope Valley Senior Center



- Congregate (community) meals
- Socialization; Activities
- Nutrition education and counseling





Education



Crafts



Socialization

Antelope Valley Thrift Store & Recycling



Antelope Valley Thrift Shop Board Members:

(L to R) Frances Rich; Sandy Marshall; Georgette Noble; Marilyn Portman; Clint Heresy; Sue Ames; Doris Jones

~ **The Shop provides materials and supplies for Senior Center** ~

Garden Volunteer & Pantry Stocker



Volunteers



Transportation Services



- **Assisted transportation**

- For those with physical or cognitive difficulties
- Local medical and other support services; out of area medical care
 - ✦ home-bound or isolated individuals

- **Bus passes**

- Access to community resources





*“With my **health problems**, it is difficult to stand and cook a meal.*

*Sometimes the meal they bring me is the **only meal** I eat that day.”*

Barbara Gilroy, Walker

Home Delivered Meals a.k.a. Meals on Wheels

- Home-bound or isolated individuals
- Age 60 and above
- 5 meals per week, hot/frozen combo
 - Walker/Coleville (Mon – Fri delivery)
 - Bridgeport/Lee Vining/Mammoth (Every other week)
 - Tri-Valley Communities (Mon – Wed delivery)

Home Delivered Meals

Meals prepped for delivery



Trays placed into hot meal carrier for deliveries



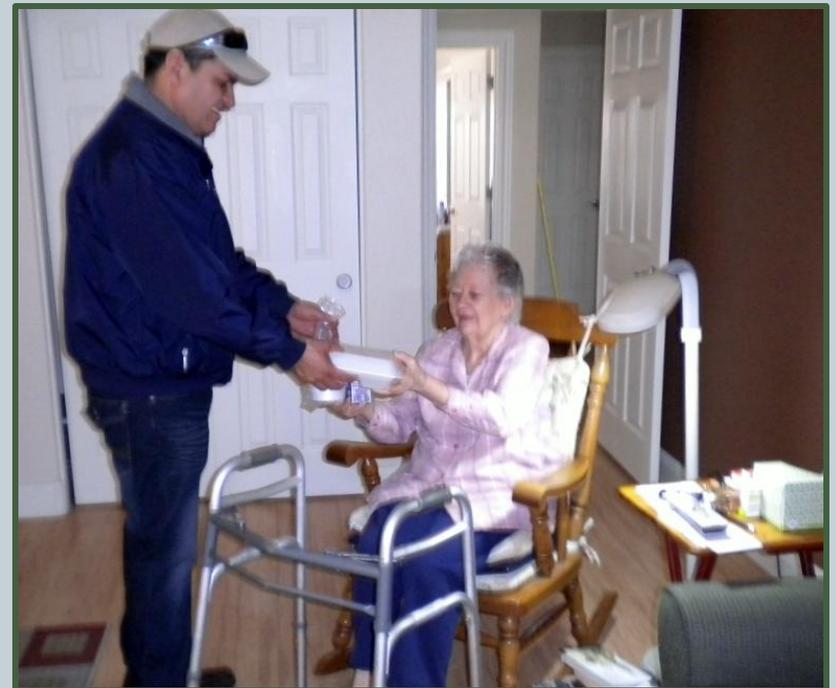
Home Delivered Meals



John in Coleville



Connie in Walker



AV C.E.R.T. Volunteers Help Deliver Meals



Nissa Chichester & Roxy Rich



Diane & Ned Welsh



Home Delivered Meals



Maybelle and Chester, Benton



Rick with Janet, Hammil Valley



Services Provided - FY 2012/13



FISCAL YEAR 12/13	CONGREGATE MEALS		HOME DELIVERED MEALS		NON REGISTERED MEALS
	Number Served	Units of Services	Number Served	Units of Services	Units of Services
<i>Tri Valley Area</i>	0	0	16	2,160	0
<i>Mammoth Lakes Area</i>	0	0	5	791	0
<i>Antelope Valley Area</i>	95	3,123	29	4,131	226
TOTAL	95	3,123	50	7,082	226

Services Provided - FY 2012/13



FISCAL YEAR 12/13	ASSISTED TRANSPORTATION		BUS PASSES	
Service Area	Number Served	Units of Service	Number Served	Units of Service
<i>Tri Valley Area</i>	2	21 (one way)	N/A	210
<i>Mammoth Lakes Area</i>	0	0	N/A	0
<i>Antelope Valley Area</i>	10	53 (one way)	N/A	290
TOTAL	12	74 (one way)	N/A	500

Service Trends FY 13/14

July 2013 – April 2014



Fiscal Year 13/14	CONGREGATE MEALS		HOME DELIVERED MEALS		NON REGISTERED MEALS
	Number Served	Units of Service	Number Served	Units of Service	Units of Service
<i>Tri Valley Area</i>	0	0	17	2,216	0
<i>Mammoth Lakes Area</i>	0	0	7	1,077	0
<i>Antelope Valley Area</i>	73	2,739	28	3,476	180
TOTAL	73	2,739	52	6,769	180

Service Trends FY 13/14

JULY 2013 – APRIL 2014



FISCAL YEAR 13/14	ASSISTED TRANSPORTATION		BUS PASSES	
Service Area	Number Served	Units of Services	Number Served	Units of Services
<i>Tri Valley Area</i>	9	62 (one way)	N/A	200
<i>Mammoth Lakes Area</i>	0	0	N/A	0
<i>Antelope Valley Area</i>	8	39 (one way)	N/A	290
TOTAL	17	101 (one way)	N/A	490

More than a Meal



**Investments in Senior Services
yield benefits beyond just the meals.**

More than a Meal



Safety Checks and Referrals



Food Commodities



More than a Meal



Enables seniors to stay in their own homes:

- Remain happier
- Extend their independence
- Stay connected to their community
- Avoid expensive nursing facilities and hospitals

Investing in Community-based services saves \$\$

Meals On Wheels
ASSOCIATION OF AMERICA



*Administration on Aging data

Meals On Wheels
ASSOCIATION OF AMERICA

Every **\$1** invested in Meals on Wheels saves up to **\$50** in Medicaid spending



*Report conducted by the Center of Effective Government, April 2013

SARA'S STORY



“Sara”

By Ellen Thompson, PhD, Mono County Behavioral Health

Sara's Story



Then . . .

- Senior living alone in Mammoth
- Significant mental health issues
- No social supports in community
- Functional impairments
- Multiple services from MCBH and Mammoth Hospital ER

Now . . .

- Senior living alone in Walker
- Has hot lunches daily at Senior Center
- Regular visits to library
- Occasional case management services from MCBH
- Reduced mental health problems
- Improved functional ability

Sara Today



Benefit to Sara

- Reduced mental health problems
- Improved functionality
- Increased social contacts and supports

Benefit to County

- Averages 1 to 2 services with MCBH case manager /month
- No crisis intervention required in last 30 months
- ER visits discontinued within one month of move to Walker
- Significant savings to MCBH and the health care system

Depression in Older Adults



- Often occurs with chronic illness and other losses
- Can negatively affect older adults' quality of life and ability to function

*Nearly 1 in 5
Americans 65 or
older experiences
symptoms of
depression.*

Healthy IDEAS

(Identifying Depression, Empowering Activities for Seniors)



Depression self-management program

- **Screening** for symptoms of depression and assessing their severity
- **Educating** older adults and caregivers about depression
- **Linking** older adults to primary care and mental health providers
- **Empowering** older adults to manage their depression through a behavioral activation approach that encourages involvement in meaningful activities

Healthy Ideas Program



- Tie into **existing services**: Meals-On-Wheels service reassessments.
- Expand the **reach and depth** of county services, while creating greater connection to existing services and supports.



OUTLOOK



Fiscal Outlook: FY 2014-15



- Partnership with Inyo County through the **Eastern Sierra Area Agency on Aging (ESAAA)**.
 - Continued funding at current year levels
 - Purchase of meals from Bishop kitchen for Tri-Valley seniors
 - Purchase of Registered Dietician Services from Inyo County
- **General Fund** support – reduced request
- Prop 63 Funding for **Healthy Ideas Program**
- **A-87 Indirect Cost** Charges – reduced over previous FY
- **Social Services** administrative support of the Senior Program (In-kind approximately \$50,000)

Proposed Goals for FY 2014-15



- Offer activities and services that help older adults to:
 - Live as independently as possible,
 - Promote healthy aging and community involvement,
 - Link family members to resources to support their vital care giving role.

- Implement the *Healthy Ideas* Program for seniors.

- Partner with Inyo County through ESAAA; achieve program delivery efficiencies where possible.

- Continue to seek assistance from a variety of funding sources.

Questions?



**Old age
is no
place for
Sissies.**

- Bette Davis

June 3, 2014

Regular Meeting

Item #9c

Economic

Development

Mono County Tourism &

Film Commission

Workshop

Mono County Tourism & Film Commission



Mono County Board of Supervisors
June 3rd, 2014



Funding

Mono County TOT currently 12%
Mono County Tourism receives 1/12
Total annual budget of = \$203,000



MonoCounty.org

- 11 new hiking pages to the website & mobile platform
- Added Google Translation to the website so content can be viewed in 52 different languages
- Booking.com widget was added to better market stays and allow easier access to booking rooms in Mono County



397,508 Pageviews This Year!

Booking.com

- Launched April 20th
- Booked 45 room nights



Social Media

Facebook: 18,700 Likes!

- more than double last year
- Over 3 Million people clicked, liked or shared our posts since July 1st, 2013

Twitter: 1,128 Followers

Youtube: 32,126 Views

**E-Newsletters: Almost 20,000 database
23% Open Rate (18.2)**



Visitor Guide & Collateral

- 2014 Visitor Guide
- Expanded from 42 pages to 48 pages
- Increased quantity to 50,000
- 100% Ad supported
- Fall Color Guide & Map
- Yosemite East
- Mono & Inyo Motor Touring Guide
- Events Calendar
- Mono County Map Guide



Tradeshows

9 Tradeshows totaling 2.5 million visitors:

- San Diego Travel & Adventure Show
- Bay Area Travel & Adventure Show
- Fred Hall Fishing Show - Long Beach
- Fred Hall Fishing Show - San Diego
- Sacramento International Sportsman Expo
- California State Fair
- Los Angeles Travel & Adventure Show
- Reno Outdoor Expo
- New York Media Event - HSVC



3,613 new leads!



Advertising

- Western Outdoor News
- California Sportsman
- Sierra Fisherman
- Eastern Sierra Fishing Guide
- California Visitor Guide (plus Yosemite Gateway insert)
- Horizon Airlines In Flight Magazine
- Yosemite Journal
- Mammoth Times & The Sheet



Television Advertising

- <http://youtu.be/jFRgtW9NPig>
- <http://www.youtube.com/watch?v=8aHry1WYYag&feature=youtu.be>



P.R. Media Highlights



Worth the Drive: Hello, Eastern Sierra - Sonora Pass Open

Los Angeles Times

Too early for fall colors? Not in Eastern Sierra



Mono Lake - Planning a National Park Vacation



Bodie - 10 Ghost Towns Worth Visiting



Mono Lake - Crazy Rock Formations



20 surreal places you need to see to believe



Tourism Partners



Community Event Marketing

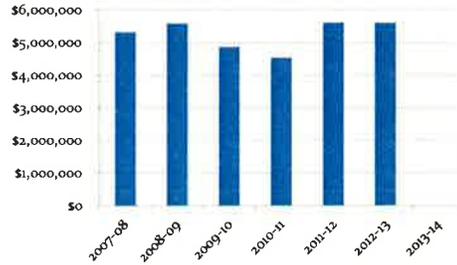
- \$4,000 - June Lake Winter Festival
- \$4,000 - June Lake Snowmobile Rally
- \$4,000 - Hike the Valley
- \$4,000 - Size Doesn't Matter Fishing Derby
- \$3,288 - Bridgeport Trout Tournament
- \$2,000 - June Lake Writers Workshop
- \$3,712 - Ghost of the Sagebrush Tour
- \$1,000 - June Lake Triathlon
- \$4,000 - Mammoth Food and Wine Experience
- \$4,000 - June Lake Autumn Beer Festival
- \$2,000 - Kids Fishing Festival
- \$4,000 - Founder's Day

Total \$40,000



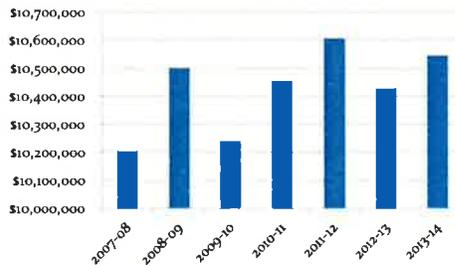
TOT April – June

Room Revenue: April - June



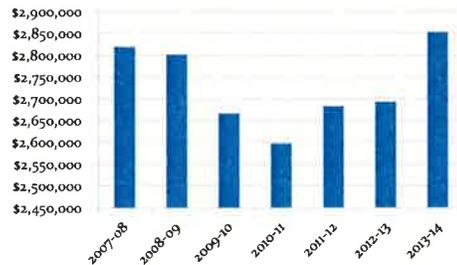
TOT July – September

Room Revenue: July -Sept



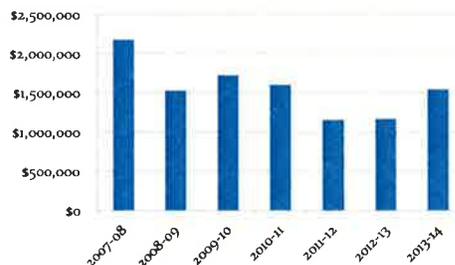
TOT October – December

Room Revenue: Oct - Dec



TOT January – March

Room Revenue: Jan - Mar



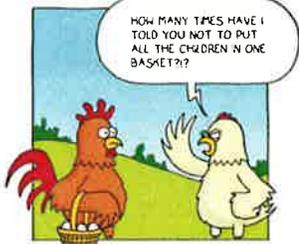
Fisheries Commission

- Year-Round Fishing regulation change at the West Walker River
- Early Season Fish Stocking
- Brochure printing and distribution of "Proper Handling of Fish After Catching"
- Supported the Kid's Fishing Festival
- Fish Eggs to support the Bridgeport Fish Enhancement Foundation



Economic Development

- Economic Development Strategic Draft Plan



- Prioritization of strategies
- Meeting with RPAC's for community input



Economic Development

- **Business Attraction**
 - Why Relocate Here?
 - Year-Round Air Service, Fast Internet, Growing Tourism Economy
 - Listing of Businesses and Commercial Land
- **Business Training & Education**
 - Free Small Business Webinar Training
 - Free Business and Workforce Training
 - Small Business Tools & Resources
 - Small Business Consulting through CSB Small Business Center
- **Access to Capital**
 - Working with consultant for CDBG Microenterprise Lending and Business Assistance training
 - Potentially \$35,000 per LMI job created



Filming in Mono County



To Be a Film-Friendly Destination, it takes MORE than a Village...



Just One Commercial

- **One Jeep Commercial**
 - Permits & Services
 - USES \$4,500
 - Southern Edison \$3,900
 - Mono County \$500
 - Cal Trans \$560
 - CHP Mono County \$5,887
 - Town of Mammoth Lakes \$500
 - LADWP \$1300
 - Trash \$600
 - Toilets \$400
 - Road Signs \$2,300
 - Tractor Work \$650
 - Rock Work \$700
 - Total : \$21,797



Fiscal Impact 2013

- 36 Permits - Inyo National Forest
- 2 Permits - Humboldt-Toiyabe National Forest
- 2 Permits - Bureau of Land Management
- 4 Permits - LA Dept. of Water & Power
- 12 Permits - California Film Commission - CalTrans/State Parks

TOTAL PERMITS - 56

TOTAL FILMING DAYS - 105

TOTAL EST. LOCAL SPENDING: \$1.4 Million



Keep Productions in California

- AB 1839 - California Film & Television Production Tax Credit Program
- \$100 million vs. \$400-\$500 million in New York, Louisiana, Georgia
- 380 applications - only 34 projects funded in 2013
- 54 big budget feature films 2012/13, only one was filmed entirely in California
- Loss of middle-class jobs and tax revenues
- Ripple effect in rural California



Assembly passed AB 1839...



UNANIMOUSLY!



FilmMonoCounty.com



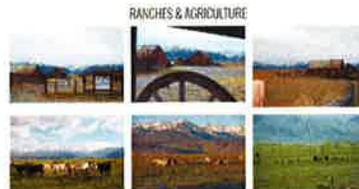
WELCOME TO MONO COUNTY



Location Pages



Location Pages: Ranches



Filming Support Resources



Filming Support Resources

- Permits**
- Local Businesses**
- County Recreation and Management Bureau**
- Equipment Rental**
- Food and Lodging**



Behind the Scenes: Filming in Mono County



<https://www.youtube.com/watch?v=ToaKSDzEbuc>





Thank you for your continued support!

