

August 4, 2016

David Corliss, Town Manager
Trish Muller, Director of Finance
Town of Castle Rock
100 N Wilcox Street
Castle Rock, CO 80104

Re: 2016 Castle Rock Senior Activity 1st Half Town Contract Report

2016 PROPOSED PERFORMANCE OBJECTIVES

Programs and Activities

- 1.) Continue to serve over 3000 (duplicated) senior participants each month with social, cultural, and educational opportunities.
The start of 2016 has proven to be a very active first half of the year for the Center. We have seen increases in our participation this spring/summer and are looking forward to a busy fall. (See attached Summary of Activity Participants and # Participants by Category)
- 2.) Provide over 125 or more activities and/or events per month that are recognized as essential components to healthy and successful aging.
With the increased participants, we have seen trips and activities fill up fast. We have been adding additional buses and second trips to accommodate the increased demand. We are very excited with all the new members and current members getting more involved.
- 3.) Continue to expand awareness of and attention of our volunteer programs at the Center.
In August of 2015 we hired a new Volunteer Coordinator – Steph Schroeder. She has been actively recruiting new volunteers. She has gotten out in the community to reach churches and organizations to inform them about the Center and our volunteering opportunities. She has brought fresh and energetic approaches to our volunteer program.

Transportation

- 1.) Continue to provide over 600 rides to seniors and those adults with disabilities to medical appointments, social events, and basic living needs.
Rides and ridership continues to increase; as of the half way point this year we have had 105 new riders add to the program. Last year we saw a total of 122 new riders, with this trend we are projected to almost double our numbers from last year. Rides continue to increase also, but we are limited by vehicles and volunteers. We current have 3 to 4 volunteers driving the shuttle service Monday thru Friday and an average of 3-4 specials (these are one-on-one rides to medical appointments outside our Shuttle Area. (i.e. Veteran's Hospital, Swedish Hospital, etc.) Please see the Rider Numbers and Trip Classification Report

Health & Wellness

- 1.) Continue to provide VOA low cost meals 3 times a week, and continue to coordinate Meals on Wheels weekly home deliveries to qualified clients.

This program continues to be an important element of our center. We know that for many seniors, this may be the only hot meal they eat that day. In addition, delivering the Meals on Wheels to the community is also another way we know that home bound seniors are getting the meals that they need.

- 2.) Continue to expand the wellness programming to serve the needs of the seniors.

This past year we have added a Low Vision Support Group for our seniors to adjust to vision loss due Macular Degeneration and other diseases of the eyes. Our Blood Pressure Spot, hearing checks and Lung Function Screenings continue to be great resources for senior to just keep a watch on their changing health. Our monthly Lunch and Learns, Matter of Balance course and Preventing Diabetes course are greatly attended.

Center Objectives

- 1.) Continue to expand our membership base as the population of seniors continues to grow in Douglas County.

We have added some advertising this year for the Center in the Chamber of Commerce's town map for new residents coming to the area and in the new "Livability" Magazine. We have heard in the past that residents didn't know that we were here. With the senior population increasing, we want to get the word out about our Center.

- 2.) Select and execute a new database system to better track activities, membership, donors, and much more all in one place.

We contracted with Schedules Plus in January and switched over our membership program, volunteer management and correspondence programs. We are working to add our rider program and activities in the upcoming months. We have found that this system helped us streamline some of our reporting and to have a lot of our information in one place. We are looking forward to rolling out new portions of this system.

The Center greatly appreciates the support that we receive from the Town of Castle Rock and recognized that could not make the impact we do in Senior's life without your support. We believe that with our partnership that we truly extends lives and help Senior's "Love Life in the Second Half.

We continue to find ways to support our community and give back by participating, and supporting local events. In addition we created a Senior Life Expo to help bring together businesses, organizations, government entities and individuals advocating for the growing senior population. These partners truly care about seniors and believe, like we do, that life can be lived to the fullest at any age and regardless of the circumstances. This event will become

an annual event, as we had over 60 community partners and 500+ attendee at the event It is our wish to become a leader in help provide senior resources for the community.

We continue to be active members in several groups, such as – Douglas County Transit Solutions, Douglas County Senior Council, Douglas County Community of Care, Douglas County Volunteer Coalition, Douglas County non-Profit Coalitions and other community and Transportation groups. Our Board President is on Douglas County Senior Leadership Program and I will be a new member of the class 2016-2017 Leadership Douglas County program.

I've attached several documents to support many of the Center's Statistics. Please feel free to let me know if you are in need of any other documents or have questions.

The Board of Directors and Staff of the Castle Rock Senior Activity Center thank you for all your support on behalf of our members and those we serve.

Sincerely,

Debbi Haynie
Executive Director
dhaynie@crgov.com

CC:
Doris Rollins – Board President
Phyllis Tumey – 1st Vice President