



Berkeley Age-Friendly Continuum



DRAFT Proposal for Service Expansion to Emeryville

Berkeley Age Friendly Continuum: Gateway Program December, 2019

GOAL: The goal of this proposed effort is to expand the geographic service area of the existing Berkeley Gateway Program to include Emeryville.

BACKGROUND/Framework: Start-up in a new community involves non-direct costs including establishing lines of communication and paths for outreach and possibly direct outreach (TBD), identifying local resources and commonly used resources in that community and incorporating them into materials. While outreach and resource updating will also be ongoing, it will continue at a much lower level of intensity.

Those start-up costs must be spread over the number of visits in the start-up period. The lower the number in that period, the higher the unit cost. Different possible scenarios are proposed here. Costs can be reduced if Emeryville does more of the outreach and referrals.

KEY ACTIVITIES:

1. Establish outreach and referral mechanisms, lines of communications
2. ID and include key Emeryville resources into existing resource guide. Train staff on new resources (Oakland resources not included in binder at start-up. Can incorporate over time.)
3. Conduct home-visits for individuals and couples with or without caregiver or family members. Provide binders, gift bags to participants
4. Engage Emeryville volunteers in binder-making
5. Include participants in follow-up calls and evaluation
6. Possible future options with additional cost: Matter of Balance class provided, other classes provided as developed.

TIME AND COST:

- \$2,500 Start-up: Flat fee for up to 18 visits with individuals who either use the Emeryville Senior Center OR live in Emeryville (TBD) with *outreach conducted by Emeryville*. Time period: Maximum 5 months
- \$5,000 Start-up: Flat fee up to 45 visits *with both Emeryville and Gateway conducting outreach*. Time: 12 mos
- \$5,000 Renewal: Up to 60 visits with *shared outreach* over 12 months

