





City of Ventura - SSP Draft KEY ISSUES Matrix	Qualitative Data				Quant. Data		Consultant's Analysis and Professional Opinion
<p>Key Issue - Rating Scale a - priority b - opportunity to improve c - minor or future issue blank means the issue didn't come up or wasn't addressed</p>	Consultant Team	Staff Input	Public Input	Leadership Interviews	Community Survey	Other City Documents	 <p>Preliminary Recommendations</p>
General Overall Levels of Service							
Improve affordable housing for seniors	a	a	a	a	a		Work closely with partners and organizations that can assist with affordable housing solutions, specifically related to seniors. Identify goals of reducing homelessness for those over 55.
Complete a system-wide master plan for the PRCP Department	a	a	b	b		a	Senior Services should be integrated into a Departmental Master Plan - as many programs and facilities are integrated overall
Improve ACCESS bus system	a	b	a	a	a		Work with GoldCoast Transit to communicate issues related to timeliness, logistics, and customer service specific to service for seniors
Develop a bicycle and pedestrian master plan	a	a	a	a			Develop an updated comprehensive pedestrian and bicycle plan; identify alternative transportation methods to promote safe streets, increased access, and walkability throughout the City. Utilize 8:80 and Complete Streets Concepts.
Organizational and Administrative							
Utilize partners to expand awareness of services available to seniors	a	a	a	b	b	b	Build upon success of senior-serving agencies and organizations to enhance and expand offerings to seniors and to increase awareness of social services
Ensure staff and resources expand with additional offerings of programs and facilities	a	a	b	b			With potential of adding new programs and services, budget for adequate staff, funding, and resources to ensure long term success
Organize Senior Leadership Task Force with Partners	a	a	b	a			Coordinate annual or quarterly meetings with leaders of senior-serving agencies and organizations to improve communication and identify/solve community-wide issues

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Organizational and Administrative (cont.)							
Continue and expand relationships with existing and new partners	a	a	b	a	b	b	Nurture relationships with existing partners and find new ways to share facilities, develop programs, and solve problems related to senior services. Identify new potential partners and assess long term viability.
Hire Volunteer Coordinator/Alternative Funding Manager	a	a	a	b	b		Hire a coordinator with two primary roles of (1) promoting volunteerism through organization and coordination of a formalized volunteer program and (2) identify and apply for creative funding mechanisms, such as grants to assist with funding senior service programs
Expand awareness of senior services programs	a	a	b	a	a	a	Improve communication strategies to enhance awareness of senior programs and offerings
Update Website to Become Clearinghouse of Senior Services	b	b	b	b	b	a	Ensure senior services from City and partners are listed clearly on Ventura website so seniors have a single location for identifying the necessary services they need. Work with libraries to assist seniors in navigating website and providing paper handouts.
Clarify Role for Ventura Council for Seniors (VCS)	b	b	c	c			Establish guidelines, structure, goals, and overall role for Ventura Council for Seniors (VCS).
Program and Service Delivery							
Consolidate and market program offerings for seniors	a	b	a	b	a	b	Organize all senior program offerings by City in Activity Guide and website to improve awareness
Add additional physical fitness and sports offerings	a	b	b	b	a	b	Offer additional physical fitness classes - such as yoga, tai chi, and pilates - that will improve health of seniors.
Expand Senior Nutrition Program	a	a	b	b	c	a	Identify ways of expanding Senior Nutrition Program, such as increasing hot meal offerings.

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Program and Service Delivery (cont.)							
Add additional programming to East Side	a	c	b	c	b	a	Additional programming can be offered through additional space at Community Park, or through other partnered spaces (ie. Salvation Army, churches, other partners, schools)
Expand additional opportunities for integration with public health	a	b	c	a		b	All of the WHO domains related to public health. Position the City SS as preventive health provider and partner / coordinate for housing, transportation, food, etc.
Expand outreach to Hispanic population	b	a	b	a	b	b	Translate program advertisement and information into Spanish. Work with cultural groups to expand program offerings and advertise more effectively.
Expand programming to include activities with higher cost recovery goals	a	c	a	b	a	b	Currently most programming is geared towards social services and for those with lower abilities to pay. Enhance program offerings to include more for those who may be interested in higher fee activities.
Facilities and Amenities							
Secure program space at shared facilities	a	a	a	b	b	b	Work with partners to utilize additional space for City programs and services.
Update and upgrade VAAC	a	b	b	c	b	a	Modernize VAAC with updated commercial kitchen and program space
Ensure all facilities are ADA accessible	a	b	b	b	b	a	Continue to work with Public Works Department to follow through with ADA transition plan for VAAC
Expand parking at VAAC	b	b	b	c	a	b	Add handicap and regular parking spots to VAAC facility
Explore feasibility of senior center in East Ventura	c	b	b	b	b	a	Space is needed. A new center may not be needed, but a full PRCP Plan would help determine this need.
Explore feasibility of aquatic center in West Ventura	c	c	b	b	b	b	Facility may be needed. A full PRCP Plan would help determine this need.

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Financial							
Identify appropriate levels and opportunities for revenue generating programs and services that can enhance resource allocation	a	a	b	a	b	a	The PRCP Department should examine cost recovery and resource allocation through completion of a plan along with the system-wide master plan. There are opportunities, but they need to be integrated with P&R also.
Identify and pursue alternative funding and partnership opportunities	a	a	b	a		a	Using the recommended new volunteer/alternative funding coordinator, assist with finding creative funding mechanisms such as grants
Include additional Senior Services funding in operational and CIP budgets	a	a	a	a		a	Demand is strong. The need is valid, and this could be a key focus area of the overall system plan.