

Pleasanton Human Services Commission  
Action Planning

A	Consumer Education	Service Area
A.1.	<b>Information sessions on available services</b> - Example: Union County, NJ offered a series of information sessions to help community members determine their eligibility for a variety of local, state and federal programs.	Workforce Development & Unemployment
A.2.	<b>Readable, culturally relevant and age appropriate informational materials</b> - Include information on programs, eligibility, etc. Can also include QR code that links to website or social media sites.	Workforce Development/Unemployment; Youth Services
A.3	<b>Transit training programs</b> - Classes/events on getting around without a car, including information on buses, paratransit, biking, etc. Example: City of Davis has biannual travel training events at the Davis Senior Center.	Health Care/Mental Health
A.4	<b>Computer classes</b> - Many computer classes are senior-focused, but classes could also be offered for all ages and at multiple skill levels. Example: San Francisco Public Library Teen Computer Corps Program - computer-savvy teenagers are paired one-on-one with older adults to help them improve their basic computer skills	Senior Services; Disability Services
A.5	<b>"Come learn what your city does for you" Fair</b> - This was a Focus Groups suggestion. Example: Somerset County (in NJ) has had Human services fairs for the past two years to showcase the variety of programs available to youth, adults and families. Cattaraugus County (in NY) had a similar fair last year.	Disability Services; Youth Services; Food and Nutrition
A.6	<b>Focus groups</b> - Conduct focus groups to solicit input on the best methods of communicating with the public regarding available services, eligibility requirements, etc.	Food and Nutrition
A.7	<b>Posting Lists/Information</b> - Posting lists of available services and eligibility information in public places where at need population is likely to see them.	Food and Nutrition
A.8	<b>City outreach/education coordinator</b> - Conducts outreach to raise awareness about and understanding of available government and non-profit services. Could be a part-time position or volunteer position to minimize costs, or could be shared between different non-profits and/or city entities.	Senior Services, Healthcare, Transportation, etc.
A.9	<b>Community Health Workers/Promotores de Salud</b> - Volunteer or paid health workers who generally come from the communities in which they work and help community members better understand and access the healthcare system. They sometimes also provide general health information and/or act as patient advocates. Example: two organizations in San Rafael, CA just partnered to hire two adult and two youth CHWs to provide the community with information on nutrition and health.	All Service Areas
A.10	<b>Support Groups</b> - Groups for parents and families of children/individuals with Alzheimer's, behavioral health issues, diabetes or other health/mental health issues. Suggested in Focus Groups.	All Service Areas; or Seniors/Youth
A.11	<b>Other-</b>	
A.12	<b>Other-</b>	

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B	Communication And Collaboration	Service Area
B.1.	<b>Advisory Coalition</b> - Washtenaw County, MN, established an advisory coalition to look at the gap between local skills and job demands, identify emergent job sectors, and identify strategies to meet job demands.	Workforce Development & Unemployment
B.2.	<b>On-the-Job Training/Paid-Internships/Mentoring</b> - Formalized partnerships between non-profits, educational institutions, business and/or government to develop and implement targeted education, mentoring, paid-internships and on-the-job training programs. Example: New Door Ventures in San Francisco provides paid internships at social enterprises that they own, as well as with partner businesses. SF Mayor's Youth Employment and Education Program in San Francisco and Local Employment and Apprenticeship Training Program in Tacoma are additional examples.	Workforce Development/Unemployment; Youth Services
B.3.	<b>Integrated medical, behavioral health and long-term care services</b> - Medicaid enrollees in Snohomish County have access to care coordinators, specialty care and drug and alcohol services all under one roof - "medical home."	Health Care/Mental Health
B.4.	<b>Senior and Disability Transportation Coordination</b> - Portland has a Transportation Plan that coordinates senior and disability transportation services where possible and efficient.	Senior Services; Disability Services
B.5.	<b>Urban Agriculture and Workforce Development</b> - Lynchburg Grows uses urban agriculture to provide workforce development and job opportunities for individuals with disabilities and recreational activities for youth; partnership with non-profit.	Disability Services; Youth Services; Food and Nutrition
B.6.	<b>Nutrition Education Programs</b> - Partnerships between city, schools, non-profits and farms to conduct nutrition education in schools. Example: Novato, CA school district has instituted a nutrition program through which students receive nutrition education in classes, participate in trips to farms to glean produce, and are provided healthy, local food in school lunches.	Food and Nutrition
B.7.	<b>Food Policy Councils</b> - Food policy councils are composed of representatives from all components of the food system, including consumers, farmers, grocers, chefs, food processors, hunger advocates, educators, and government to discuss and address local food issues. Example: Berkeley Food Policy Council.	Food and Nutrition
B.8.	<b>GIS Mapping</b> - Atlanta uses GIS to map high concentration senior areas, housing, healthcare, and other service points to coordinate both care and transportation.	Senior Services, Healthcare, Transportation, etc.
B.9.	<b>Non-Profit Alliance</b> - Group where non-profit representatives come together and talk about programs, funding, ideas, coordination, duplication of services, etc. Suggested in Focus Groups. Example: San Mateo County service providers established Thrive, The Alliance of Nonprofits for San Mateo County.	All Service Areas
B.10.	<b>Collaborative (Multi-disciplinary) Case Conferences</b> - Group where service providers from different agencies get together to plan services for vulnerable families/individuals. Requires consent to share information.	All Service Areas; or Seniors/Youth
B.11.	<b>Other-</b>	
B.12.	<b>Other-</b>	

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C	Untapped Resources	Service Area
C.1.	<b>Dental Services Donations</b> - Conduct outreach to dentists to donate time/incentivize dentists to donate time. There are several different models: (1) dental clinics (often as part of a health care clinic) - staff may be either paid or volunteer, and volunteers are often covered by clinic insurance (Berkeley, CA and San Rafael, CA); (2) dental fairs, such as RAM California (came to Oakland, but might be hard to organize for a small city); and (3) dental care donations (both time and space) at private dental offices.	Health Care
C.2.	<b>Donations of in-kind services or expertise</b> - Conduct outreach to encourage donation of services, such as job training services by business owners/professionals, computer training by youth, web development from technology industry professionals, etc. Outreach and implementation could take many forms, such as development of an "in-kind donations outreach committee," or outreach by individual city/non-profit staff. Coordination of volunteers.	All Service areas
C.3.	<b>Agriculture Partnership</b> - Several types of partnerships can be established between local farms and city services. For example, local farms can donate food to emergency food programs, or gleaners can go to farms to harvest left-over produce (and then either take it home to donate to food banks). (Suggested in article, Community Food Security United States Cities: A Survey of the Relevant Scientific Literature).	Food and Nutrition
C.4.	<b>Food Recovery</b> - Recovery of perishable and non-perishable foods from local restaurants, farmers markets, hospitals, schools, universities and grocery stores for use in emergency food programs (suggested by Cal. Recycle, among other agencies). Food can be collected and distributed through a volunteer network, or by existing non-profit/agency staff. Can incentivize businesses to donate by providing awards, acknowledgments, etc.	Food and Nutrition
C.5.	<b>"Different Faces of Pleasanton" Campaign/Awareness Campaign</b> - Campaign to increase awareness of local diversity, and also to increase/encourage donations to local service providers. Suggested in focus groups. Example: Elk Grove, CA had a Citywide Diversity Awareness Campaign.	All Service Areas
C.6.	<b>Community Foundation</b> - Community Foundation to coordinate fundraising efforts for the city. Suggested in focus groups. Example: The East Bay Community Foundation encourages individuals, organizations and companies to fund community activities in areas where donors live and work, and also disburses funding to nonprofit organizations.	All Service Areas
C.7.	<b>Gamefication/Public Competition</b> - Several agencies in San Francisco have used gamefication as part of their outreach strategy. Game participants (local residents) are asked to wrestle with the same issues that public officials/agencies deal with, and gamefication encourages engagement while also providing city with valuable insight. Example: SF's Budget Czar game was used over several months to solicit public feedback on the City Transportation Plan.	All service areas
C.8.	<b>"Change by Us"</b> - NYC launched a "do it yourself" platform to promote community engagement and social capital by leveraging social networks and digital technology. Members post ideas, join existing projects or create new ones, and access resources of city agencies and community-based orgs through an online forum. Centralized site to generate ideas, engagement and volunteerism.	All service areas
C.9.	<b>Other-</b>	
C.10.	<b>Other-</b>	

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D	Access Barriers (Time and Money)	Service Area
D.1.	<b>Supportive Services</b> - Provide residents with supportive services, such as tuition assistance, transportation assistance and day care assistance to help them gain and retain employment.	Workforce Development
D.2.	<b>Telepsychiatry/Telemedicine Services</b> - Telepsychiatry services allow remote patients, or patients with transportation barriers, to access behavioral health services. Example: several different private, public and non-profit groups came together to provide telepsychiatry services in Lycoming County, PA, with high reported customer satisfaction.	Behavioral Health & Healthcare (could also be applied to other services, such as phone assistance with public assistance applications)
D.3.	<b>Volunteer Driver Programs</b> - Marshall, MN has instituted a volunteer driver program, where volunteers take individuals with access barriers to healthcare/behavioral health appointments.	Health Care/Behavioral Health (could be applied to other service areas as well)
D.4.	<b>Group Transportation Services</b> - Group transportation to high demand locations/events . Example: Reno, NV offers a seniors' bus to the farmers market.	Food and Nutrition; Senior Services
D.5.	<b>Shop &amp; Ride</b> - Knoxville, TN offers free one way tickets on any city bus to qualifying individuals when they spend \$10 at a participating grocery store. Tickets are validated in the store.	Food and Nutrition; Senior Services
D.6.	<b>Transportation Vouchers/Subsidized Taxi Fare</b> - Example: Laguna Woods offers reductions of 50%-60% for residents who are 60 years or older. Taxi bucks (which can be used anywhere in Orange County), are available to residents for \$40, for a book that contains \$100 worth of taxi fare. Specially discounted vouchers are also available to particularly popular destinations. Less-expensive, non-emergency medical vouchers are also provided to residents who need medical services. Funding for the Laguna Woods program came from Orange County. Montgomery County, Maryland has a similar program.	All service areas
D.7.	<b>Increasing the number of bus stops/rest stops</b> - Increasing the number of resting stops between senior centers/high concentration senior neighborhoods and bus stops makes the bus system more accessible to seniors. (Recommended in a report by Community Transportation Association of America based on surveys administered to seniors).	Senior Services
D.8.	<b>Community Garden</b> - Community gardens, or individual family plots, provide community members a place to grow healthy food close to home and build community connections. There is often a small monthly or yearly fee to rent an individual plot. For example, \$30/year in Oakland. In San Rafael, CA, small plots are \$40/year, and large plots are \$75/year.	Food and Nutrition
D.9.	<b>Other-</b>	
D.10.	<b>Other-</b>	