



February 27, 2020

Council Meeting of March 3, 2020
Subject: Senior Millage Allocations

The Honorable Mayor
and
Members of the City Council

Ladies and Gentlemen:

The County of Muskegon recently made eligible Senior Millage monies to the City of Norton Shores to support services for seniors in our jurisdiction. The City is eligible for \$78,168 to be used before October 2020. Below are staff's recommended services to be funded through Senior Millage monies per the presentation at the January 28, 2020 work session:

- Yellow Dot Program- \$7,500
- Senior Wellness Program- \$21,499
- Senior Transportation Services- \$40,000

City Council is requested to consider approving the attached resolution authorizing staff to submit the senior resource plan to the County of Muskegon.

Respectfully Submitted,

Mark C. Meyers,
City Administrator

MCM:ajg
Attachment

Administration/City Clerk (231) 798-4391	Assessing Division (231) 799-6806	Building Division (231) 799-6801	Finance/Treasurer (231) 799-6805	Fire Prevention (231) 799-6809	Fire Department (231) 798-2255
Parks/Recreation (231) 799-6802	Planning/Zoning (231) 799-6800	Police Department (231) 733-2691	Public Works (231) 799-6803	Streets Division (231) 798-2156	Water/Sewer (231) 799-6804

RESOLUTION

WHEREAS, The Yellow Dot program at a cost of \$7,500 will provide emergency responders immediate medical information after a traffic crash when occupants may not be able to communicate for themselves; and

WHEREAS, the Yellow Dot program will provide residents of Muskegon County a medical alert document that is placed in their vehicle glove box at no cost; and

WHEREAS, the Senior Millage plan will provide a new partnership with AgeWell Services at a cost of \$21,499 that will engage seniors 60 years of age and older at Tanglewood Park Wellness Center; and

WHEREAS, the Agewell Services will provide membership fees, physical fitness classes, mobility reviews, spin classes and art classes to the residents of Norton Shores until October 2020; and

WHEREAS, the Senior Millage monies will be used to provide discounted rates for seniors for transportation using the Muskegon Area Transit System (MATS) at a cost of \$40,000; and

WHEREAS, the Senior Millage plan would provide funds for MATS to implement a micro transit program that would be an on demand transit option for seniors at a reduced rate.; and

NOW, THEREFORE BE IT RESOLVED, that the City of Norton Shores City Council hereby endorses the Senior Millage Plan and supports the use of Senior Millage funding to make these programs a reality.

At a regular meeting of the Norton Shores City Council, held at the Norton Shores Branch Library Community Room, 705 Seminole Road, on the 3rd day of March 2020, the foregoing resolution was moved for adoption by Council Member _____. The motion was supported by Council Member _____.

Ayes:

Nays:

Resolution declared adopted/denied.

Shelly Stibitz, City Clerk



Internal Memo

February 27, 2020

TO: Mark C. Meyers, City Administrator
FROM: Jon Gale, Chief of Police
SUBJECT: Senior Millage Allocation

This memo is to inform the City Council of funding opportunity for senior programs such as Yellow Dot, Senior Wellness and Transportation programs for the citizens of Norton Shores.

The County of Muskegon recently released Senior Millage monies to the City of Norton Shores with a goal of the money being spent to support seniors in our jurisdiction. The City of Norton Shores is eligible for \$78,168 to be used before October of 2020. The below ideas are recommendations from staff on how the Senior Millage monies can be spent for our citizens.

Yellow Dot Program

The Yellow Dot Program was first introduced to Muskegon County by the Norton Shores Police Department. It is a voluntary program geared toward the elderly. The program provides emergency responders immediate medical information after a traffic crash when occupants may not be able to communicate for themselves and family is not immediately reachable. Participants come into a Police Department or Fire Department to have their picture taken and form filled out. The documents are then placed in a marked envelope in the glove box. A sticker is then placed in the back window to inform first responders of the available information (allergies, blood type, and medical history). This program is widely used in the States of Pennsylvania, Georgia, Alabama, Tennessee, and Illinois. We are the first to bring it to Michigan. This program is endorsed by the AAA Foundation for Traffic Safety and AARP

We need funding to roll out this program to our seniors. Expenses include printing costs for the Yellow Dot stickers, camera equipment for the photos and marketing costs. I estimate we can get the program started for an **estimated cost of \$7,500**. We will also look for other funding sources for the continuation of the program.

Senior Wellness Program

AgeWell Services proposes a new partnership to the City of Norton Shores to engage seniors 60 and older at the Tanglewood Park Wellness Center. Studies show the key to remaining healthy as adults age in place is being active and connected. Since the Wellness Center is the only senior center located in the city's jurisdiction, this presents an amazing opportunity to engage more individuals in programs that provide physical fitness, social connections, intellectual learning opportunities, access

to healthy foods and nutrition education to retain their residency for as long as possible. **A grant of \$21,499** would provide adults 60 yrs and older living in the City of Norton Shores a free annual membership to the center, a complimentary mobility review with follow-up coaching, discounted fitness class rates, Spin classes and Art classes. Part of this grant would include a \$5,000 marketing budget to provide a kick-off event where residents would tour the facility, "Door to Door" advertising through post card mailings, features in the Norton Examiner and Lighthouse View, as well as targeted Facebook Marketing Ads. The City of Norton Shores would be recognized in all marketing efforts, including our quarterly publication of classes called, "The AdvantAGE". The City would also receive complimentary ad space in this publication each quarter for anything you would like to promote.

Senior Transportation Services

Seniors of 60 years of age make up the majority of Norton Shores' population at 30% or 7400 residents. With the likely introduction of micro transit being implemented by the Muskegon Area Transit System (MATS), senior residents would have an on-demand transit option (think Uber and Lyft) transportation option. Senior Millage funds could be a resource to provide discounted rates for seniors and also help fund the City's local share towards MATS which may increase significantly next fiscal year. Estimated cost is **\$40,000**.

AgeWell Services Wellness Center
City of Norton Shores Senior Millage Budget Proposal

Targets:

Total Norton Shores Members: 140
Current Annual Members/Residents: 70

	NS-SM	Residents/ Insurance	Total Project	6 month Start-Up Budget for NS-SM	Note: Half of expenses + Start Up Costs for FY20 NS-MS Budget)
Revenue					
Resident/Member Fees					
Annual Membership	\$ 3,960.00	\$ 9,900.00	\$ 13,860.00		\$99 per member
Physical Fitness Classes	\$ 19,300.00	\$ 22,700.00	\$ 42,000.00		\$3 to NS-SM, \$2 per resident
Mobility Review	\$ 1,400.00	\$ 1,400.00	\$ 1,400.00		\$10 per person, per year
Spin Classes	\$ 540.00	\$ 1,260.00	\$ 1,800.00		\$3 to NS-SM, \$7 per member
Art Classes	\$ 4,800.00	\$ 4,800.00	\$ 4,800.00		\$40 per month
	\$ 30,000.00	\$ 33,860.00	\$ 63,860.00		
Expenses					
Wages and Fringes, Contract Teachers	\$ 5,403.00	\$ 5,403.00	\$ 10,806.00	\$ 2,701.00	Contracted teachers for the classes
Wages and Fringes, Direct Service Staff	\$ 7,868.00	\$ 16,518.00	\$ 24,386.00	\$ 6,434.00	Managing registration, tracking, reporting, RSVPs, reconciliation
Equipment	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	purchases and maintenance
Marketing	\$ 5,000.00	\$ 3,210.00	\$ 8,210.00	\$ 5,000.00	Door-to-Door Main Campaign, Postage, Targeted Social Media, Examiner and Lighthouse View, Open House, Printed Materials and Copying
Occupancy	\$ 6,388.00	\$ 6,388.00	\$ 12,776.00	\$ 3,194.00	Rent, Utilities, Maintenance, Cleaning Service, ServTracker
Supplies	\$ 841.00	\$ 841.00	\$ 1,682.00	\$ 420.00	Art Supplies, Office Supplies
Admin (5%)	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	\$ 750.00	Audit, Merchant fees, Bank Fees, Insurance, IT Services
	\$ 30,000.00	\$ 33,860.00	\$ 63,860.00	\$ 21,499.00	

Start-Up Costs

Equipment	\$ 3,000.00	Additional equipment needed to accommodate new members
Marketing	\$ 5,000.00	New member recruitment, PR
Additional Staff Time	\$ 2,500.00	Time developing process for reporting and tracking