

ASHLAND PARKS AND RECREATION COMMISSION

SENIOR CENTER REORGANIZATION FAQ – 2017

- **Is the senior program closing?**
 - *No, the program is not closing; however, we are proposing some changes to the program.*
- **Will the senior program become “For Profit?”**
 - *No, none of the programs operated by APCR are “for profit” and all are subsidized to some extent by taxpayer dollars. We do, however, attempt to limit the amount of general subsidies to some programs that are considered disproportionately used by specific groups. Some examples of this are: Daniel Meyer Swimming Pool – 47% cost recovery; Ashland Rotary Centennial Ice Rink – 64% cost recovery; Oak Knoll Golf Course – 49% cost recovery; and, The Nature Center – 20% cost recovery.*
- **Doesn’t the senior program already generate revenue?**
 - *Current revenue generation at the senior program is \$2,200 per year or 1% of the total cost of the program. Almost all programs at the Senior Center are free. We do not charge Food & Friends for their use of the Center and most of the current recreation programs do not charge or, instead of charging, have a “suggested donation” for payment; however, none of those donations are received directly by APCR.*
- **How does APCR determine the level of cost-recovery vs. public subsidies?**
 - *The method for determining target cost recovery percentages has the most to do with three factors: 1) the public need and public benefit generated from the program; 2) the potential competition for public funds from other programs; and 3) the total public funding available (the budget). When item 1) is disproportionately valuable, cost recovery percentages are the least, granted that the total funding in item 3) can accommodate.*
- **What exactly are you changing?**
 - *Over the next few months, recreation staff will be working on a reorganization that will redefine the functions of the Senior Center and accordingly modify staff’s functions in order to reorganize the program to accommodate an increase of services to the senior population.*

- **Is increasing cost recovery the reason for the proposed changes to the Senior Program?**
 - *Initially, the need to increase revenues was a factor in evaluating the program and proposing a cost recovery target; however, the public importance of the senior program is disproportionately more valuable than the need to increase revenue. APRC’s proposal is to reorganize the program for the benefit of providing increased services to the significant portion of the population identified as active retirees, baby boomers and seniors.*

- **Will cost recovery or revenue generation ever increase at the senior program?**
 - *Through the process of reorganization and expansion, there is a potential to increase revenues through added programming; however, that potential increase is not defined and could only be considered a “by-product” of running a good senior program. Increasing revenues at the Senior Center is secondary to ensuring our active retirees, baby boomers and seniors have the services they expect and depend on.*

- **Will core services be affected during the transition?**
 - *Staff will work to ensure that core services remain at the center during the transition; however, social services, such as ALIEP, bus passes and HEAT, will continue through a combination of efforts from City of Ashland staff and APRC staff. Questions regarding social services, or the Ashland Senior Program, may be directed to 541.488.5340 or email ParksInfo@ashland.or.us.*

- **Will Food & Friends be affected by the reorganization?**
 - *No, APRC will continue to provide space for Food & Friends according to our current contract with RVCOG at no charge.*

- **The Commission approved the formation of an ad hoc Committee; what will be their makeup and function?**
 - *The ad hoc Committee is new and the format and makeup of that Committee is still being reviewed; however, we do know that the Committee will be made of community members and field experts. The Committee will review the goals for transition and assist APRC in defining the reorganized senior program.*

- **When will the public open houses begin?**
 - *The ad hoc Committee will assist with organizing the public open houses and they will likely begin in the October-November timeframe. More information will be available on our website as information becomes available.*

- **What exactly are the recommendations?**
 - *Form an official Subcommittee of the Ashland Parks and Recreation Commission to provide oversight and guidance to the Senior Program.*
 - *Switch operational oversight and management of the Ashland Senior Program back to the Recreation Division.*

- *For a minimum of three months, focus on re-designing the Senior Program to make it more robust and more inclusive:*
 - *Ensure that throughout the transition, core services are preserved and the Center is open and accessible for seniors for scheduled appointments and classes and for drop-in visits.*
 - *During the transition period, develop a plan for invigorating and expanding the Senior Program and present it to the Commissioners for review.*
 - *Perform multiple open house events and conduct a survey of the Ashland citizens covering all aspects of the Senior Program.*
 - *Create an ad hoc Senior Advisory Committee selected from program participants and related professional field experts.*
 - *To accomplish transition to a new Senior Program, lay off current staff (1.7 FTE) and temporarily reassign duties among other APRC employees to maintain core services.*
- *Implement the plan for increasing recreation and other program offerings to better serve the senior population, and revise Senior Center functions, staffing and job descriptions accordingly.*
- *Throughout the process of reorganization and review, explore options to increase revenue to offset some of the costs associated with the expense of running the Senior Program.*