SPECIALIZED LICENSE PLATE 2017 SP13

*Snapshot of the item below:*

2017 CSL Proposal   SP13   RN171678   Kenneth Ryan & Theodore Kagan

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CSL has several goals that meet in this proposal: improve services for seniors, increase revenue for CSL operations, expand public knowledge of the activities of CSL and the PSAs that elect us to represent them at CSL, and increase revenue to PSAs for grants to contractors who actually provide services for seniors. These services can include helping older adults find employment, support independent living in the community, promote healthy ageing and community involvement, and assist family members in care giving. All of this is difficult to do with the constraints on our budgets and the possible reduction in the Federal contribution.

All of the mandates are being implemented through meals on wheels which deliver meals to homebound residents or deliver more mobile residents to community centers. Many meals on wheels services have dropped from 5 days a week to 3 days a week. In some places they have been canceled or have never existed. Occasionally simple medical services are available at community centers, particularly when public health or pharmacy persons are available.

Transportation is a large cost to our contractors and payment terms have not changed since 1996. Sometimes up to 50% of the available dollars for meals on wheels and other services in rural areas are spent for transportation. Transportation is usually paid as a stand alone item from the social service provided. People bring themselves to the provider: patients to doctors, readers to libraries, students to schools, dialysis patients to dialysis centers, among other services. Many senior transportation needs are being met by volunteers while some PSAs and health care contractors are providing van services to persons who have no other alternatives. I understand transit tickets are funded in some urban areas.

California Department of Aging (CDA) administers funds allocated under the Federal Older Americans Act, the Mello-Granlund Older Californians Act and through the Medi-Cal Program via contracts with PSAs throughout California for management of local services.

This proposal mandates CDA implement **A SPECIALIZED LICENSE PLATE** designed to identify residents who buy one in a particular PSA and allow them to be recognized as contributors to the needs of seniors in their community. The revenue would go to the PSA for distribution to contractors with the understanding it will be used for transportation services and revenue so freed will be used to add unfunded services or expand underfunded services. If sufficient local revenue is generated, the legislation will allow PSAs to fund the transportation expenses of their delegates to CSL and in district activities, thereby relieving CSL and the PSAs of one of the costs of their activities. The Community will be advised how this license plate revenue is spent by an annual report in their local papers and to their local elected officials.

CSL must implement small steps to manage our expenses while increasing our presence throughout California. This is a complicated proposal but it can result in substantial increased revenue for CSL, PSAs and PSA senior services while establishing a permanent advertising presence via cars throughout the communities of California.