

# Overview and Update on Senior Services Strategic Plan

## Quality of Life, Arts and Culture Committee

**May 19, 2025**

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# City of Dallas

# Today's Outline



Provide an overview of the Senior Services Strategic Plan



Scope of Work

# Overview



The purpose of the Senior Services Strategic Plan is to conduct a comprehensive, city-wide needs assessment and develop a forward-thinking strategies to effectively serve the growing population of older adults in Dallas.



This plan will identify key needs, opportunities, and actionable solutions to enhance the quality of life for aging adults across the city.

# Scope of Work (SOW)



Review Demographics: Analyze existing demographic profiles and identify additional opportunities to incorporate data analysis



Landscape Analysis: Assess government and nonprofit programs serving seniors, focusing on free/low-cost social services, programming, and financial assistance for low-income seniors.



Service Index: Create an index of services administered by the City of Dallas



Needs Assessment: Identify and prioritize the needs of low and moderate-income older adults.





# SOW (cont.)



1

Program Effectiveness :  
Evaluate current City  
programs' alignment with  
the identified needs,  
comparing service volumes  
with demand.

2

Review Age Friendly Dallas  
Plan: Assess progress on the  
2019 plan, goals, and  
strategies, considering  
COVID-19 impacts, and  
propose updates as  
needed.

3

Generate Recommendations:  
Based on research, propose  
actionable solutions to address  
service gaps and improve senior  
services in the next 3–5 years,  
including City-driven initiatives  
and community-based  
programming.

4

Communication  
Effectiveness: Evaluate how  
effectively the City  
communicates with older  
adults (using city-owned  
platforms and other  
available platforms)



MAY 19, 2025

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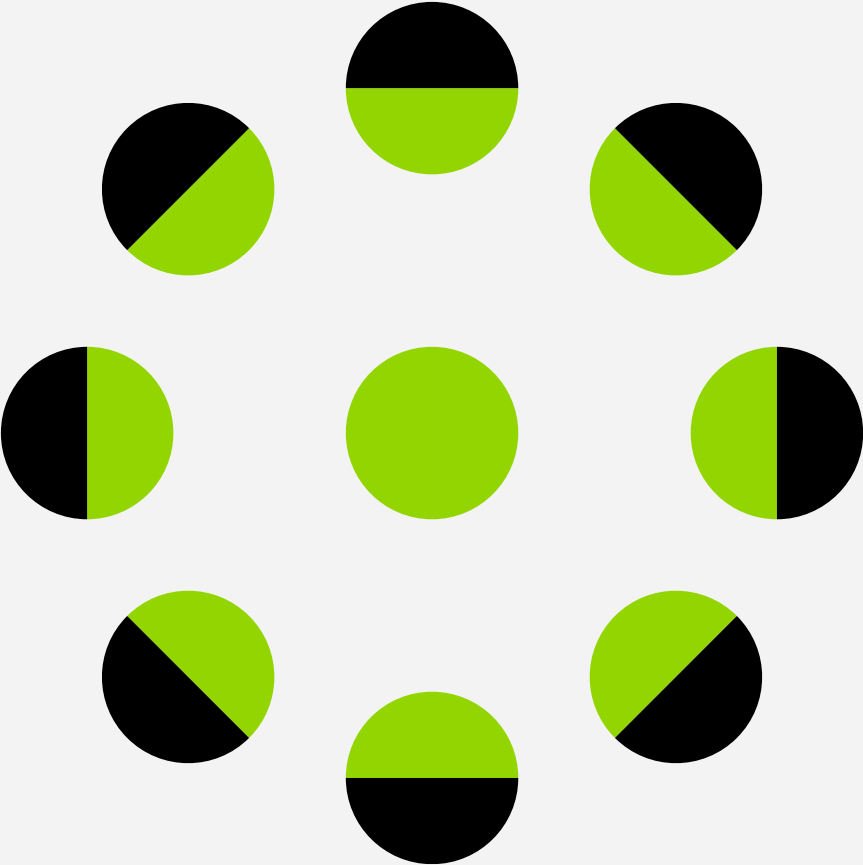
**Senior Services Strategic Plan  
Update Presentation**

outwit complexity™

# Agenda

## Senior Services Strategic Plan Project

Introductions	3
Engagement Overview and Timeline	4
Deliverables/ Activity Updates	5
Preliminary Findings	7



# Guidehouse Managing Consultant



**Rick Henley**

Project Manager



**Jay Wright**

Managing Consultant




# Engagement Overview

\*All proposed timing and deliverables are estimated to the best of Guidehouse's ability and subject to change at the mutual agreement of Guidehouse and OCCE

	Phase 0: Project Initiation and Management (November 2024)	Phase 1: Current State Assessment (November 2024 – March 2025)	Phase 2: Strategic Planning (April 2025 – June 2025)
Purpose	Confirm approach, program goals, and desired outcomes with OCC to set up for success	Assess current state and identify opportunities for improvement; understand current trends	Develop strategic plan to address opportunities for improvement; prioritize strategic objectives
Key Activities	<ul style="list-style-type: none"> <li>Conduct project implementation kick-off meeting</li> <li>Request relevant data and documents</li> <li>Establish a primary project team and sub-teams</li> <li>Create a decision-making plan and structure</li> </ul>	<ul style="list-style-type: none"> <li>Review relevant policy and procedure documents</li> <li>Facilitate interviews across the department</li> <li>Review current data collection elements</li> <li>Conduct best practice research</li> <li>Analyze qualitative data</li> </ul>	<ul style="list-style-type: none"> <li>Understand the gap between needs and capacity</li> <li>Assess current planning documents</li> <li>Recommend strategies to address gaps and meet needs</li> <li>Facilitate strategic planning session with OCCE leaders</li> </ul>
Deliverables	<ul style="list-style-type: none"> <li>Conduct project kick-off</li> <li>Detailed project plan and other project management tools</li> <li>Formal document request</li> <li>Outreach Plan</li> </ul>	<ul style="list-style-type: none"> <li>Demographic Report</li> <li>Landscape Analysis Scan</li> <li>Index of Senior Services</li> <li>Senior Needs Assessment</li> <li>City Services Gap Assessment</li> <li>Outreach Activities</li> </ul>	<ul style="list-style-type: none"> <li>Recommendations development</li> <li>Communications Evaluation</li> <li>Final Strategic Plan</li> </ul>

**Project Management and Communication (Ongoing)**



# Deliverable/Activity Update

Deliverable/Activity	Category	Status
Needs Assessment Results Summary	Current State Assessment (Phase 1)	Complete
City Services Gap Analysis Results Summary	Current State Assessment (Phase 1)	Complete
2019 Age Friendly Dallas Plan Analysis Summary	Current State Assessment (Phase 1)	Complete
Demographic Report	Current State Assessment (Phase 1)	Complete
Landscape Analysis Scan	Current State Assessment (Phase 1)	Complete
Senior Services Index	Current State Assessment (Phase 1)	Complete
SAC Listening Session	Current State Assessment (Phase 1)	Complete
Citywide Survey	Current State Assessment (Phase 1)	Complete
Service Provider Listening Session	Current State Assessment (Phase 1)	Complete
Public Listening Sessions	Current State Assessment (Phase 1)	Complete

# Deliverable/Activity Update (continued)

Deliverable/Activity	Category	Status
Needs Assessment Results Summary	Current State Assessment (Phase 1)	In Progress
City Services Gap Analysis Results Summary	Current State Assessment (Phase 1)	In Progress
2019 Age Friendly Dallas Plan Analysis Summary	Strategic Plan (Phase 2)	In Progress
Communications Evaluation Summary	Strategic Plan (Phase 2)	In Progress
Recommendations Summary	Strategic Plan (Phase 2)	In Progress
Senior Services Strategic Plan	Strategic Plan (Phase 2)	In Progress

# Current Activities

- Deliverable 16 – Recommendations Summary
- Deliverable 18 – Strategic Planning Session
- Deliverable 19 – Senior Services Strategic Plan



Senior Services Strategic Plan Consultants: Guidehouse and CoSpero Consulting with Age-Friendly Senior Services staff



# Preliminary Findings

Service Domains	Levels of Need (lower represents highest level of need)
Mobility and Transportation, Social Isolation, and Food Insecurity	Level 1
Healthcare Access, Technology, and Affordable Housing	Level 2
Aging in Place and Financial Security	Level 3

# Districts and ZIP Codes with Most Need

The Districts and ZIP codes below were identified the most throughout all 8 domains of need found through all research and outreach activities. These areas suggest a need for targeted aid and outreach in addressing service need gaps.

District	ZIP Codes with Most Need
District 2	75207, <b>75226</b> , 75204, 75246, <b>75215</b> , 75247, 75201, 75235
District 6	75207, 75247, 75235, 75212
District 7	<b>75226</b> , 75210, <b>75215</b> , 75216
District 14	75204, <b>75226</b> , 75201, 75246
District 11	75251, 75254

\* ZIP Codes **bolded** appear more than once within the table above.

# Next Steps



- Completion of Plan – June 2025
- Present recommendations to Senior Affairs Commission – August 18, 2025
- Present recommendations to QOLAC – August/September 2025
- Final Adoption – Fall 2025



# Alignment with Quality of Life



- Strategic planning will advance understanding of current programming and services targeting older adults and develop a comprehensive set of goals to best serve Dallas older adult and senior residents
- Identified goal and focus areas broadly align with livability and quality of life factors



# Potential Goals for Vibrant Portfolio



- Interdepartmental partnerships among Vibrant portfolio departments, and numerous others, around identified priorities
- Strengthen decision-making around resource allocation and collaboration





# Questions?





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