

Avenidas Village

The Village Concept: Beacon Hill Comes West



- *Village Movement* Background
- Origins of Avenidas Village
- Avenidas
- Evolution and Launch of Avenidas Village
- Experience to Date



The Village Movement

- In 2001, residents of Beacon Hill organize to deliver services to neighbors aging-in-place
- Members have access to services and support – one phone call away – and opportunities to socialize
- Practical assistance and peace of mind



The New York Times Home & Garden Palo Alto, CA 94301-1454
510-713-0700 **Thursday February 9, 2006**



James Estrin/The New York Times

Residents of Beacon Hill in Boston, 52 to 98, grow old at home with support from a community group. Above, a personal trainer, Jan Burgess, coaches David B. Arnold Jr., 83.

Aging at Home: For a Lucky Few, a Wish Come True

By JANE GROSS

BOSTON



James Estrin/The New York Times
John Sears, a Beacon Hill Village member and volunteer

ALONE in his row house on Beacon Hill, with four precipitous flights of stairs and icy cobblestones outside the front door, John Sears, 75, still managed to look after himself after he was hit by a taxicab and left with a broken knee.

That is because Mr. Sears was one phone call away from everything he needed to remain in his home, the goal of more than 80 percent of the nation's elderly as they confront advancing age, according to consistent polls.

Mr. Sears required both practical assistance and peace of mind: Transportation to and from the hospital. An advocate with him at medical appointments. Home-delivered meals from favorite restaurants. Someone at his side as he hobbled to the bank and the barber. Someone else to install grab bars in his bathroom. A way to summon help in an emergency. People to look in on him.





Avenidas

- Providing a continuum of services for older adults and their caregivers for almost 40 years
- Nine major program areas
 - Adult Day Health Care
 - Social Work Services
 - Transportation
 - Education and Leisure
 - Health and Wellness
 - Handyman Services
 - Volunteer Services
 - Participant Services
 - Avenidas Village



- Service area – Palo Alto and nine adjacent towns.
Total 55+ population of 55,000+
- Serving 6,500+ each year – 10,000+ in last 3 years
 - Average age is 74
 - 25% < age 65
 - 21% > age 85
 - One-half use one service each year; 20% register for three or more services
 - 70% female, 30% male
- Budget of \$4.2 million
- 30 FTE plus contractors



Design and Launch of Avenidas Village

- Design Group guided the process (beginning winter, 2006)
 - With oversight of the Avenidas Board of Directors
- Business Plan
 - Size the market
 - Determine program staffing and roles and responsibilities
 - Test financial assumptions



- Focus Groups were critical (fall, 2007)
 - 14 groups involving 220 people
 - Tested the concept
 - Prioritized interest in services
 - No services tested Essential (70% deemed the service desirable)
 - 7 tested Important (50%-70% said they were desirable)
 - Transportation and drivers
 - In-home caregivers
 - Help securing skilled care
 - Delivered meals
 - Care Management
 - Home Repair
 - House Cleaning
 - Tested fee sensitivity and interest in signing up now
 - Advanced the grassroots marketing effort



- Board of Directors committed start-up funding for pre-launch expenses of \$40,000 (focus group contractor, marketing materials, website, advertising, launch event)
- Later, required Year 1 capital of \$66,000 approved
- Director hired June 2007
- Member Services Coordinator hired Sept. 2007
- Vendors selected
- Strategic Alliance with Stanford Hospital and Palo Alto Medical Foundation



Avenidas Village

Your Life, Your Way

“Designed to provide many of the benefits of living in a retirement community without leaving the comfort of your own home.”



Benefits include:

- One phone number to call for assistance
- Access to pre-screened vendors
- Discounts on local services
- Transportation to/from medical appointments when the doctor tells you not to drive
- Daily telephone check-in, if desired
- Members-only website and directory of fellow members
- Members-only social and cultural activities
- Benefits of partnerships with healthcare providers
- Safety Net and Peace of Mind

Annual Membership Dues

- \$750 for an individual
- \$900 for a couple
- Can be paid monthly via credit card
- No subsidy available (yet)

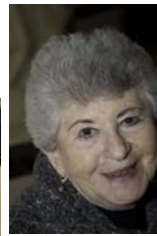




The launch was overwhelmingly successful



Avenidas Village Opens for Business October 1, 2007



A Day In The Life.....

- A-B-C's of Member Requests
- Member Requests and Avenidas Services
 - Transportation
 - Handyman Services
 - Social Work
 - Education and Leisure
 - Senior Day Health Center
 - Health and Wellness



- Village Members and the Social Component
 - More important than expected
 - Trips and Tours
 - Education and Leisure



Avenidas Village Today five months later

- Membership growth faster than anticipated
 - Planned for 300 members by 10/1/08; 289 members as of 3/15/08
- Membership profile
 - 83 single members
 - 103 couples or dual memberships
 - Average age 77 (6% <65, 66% 65-74, 44% 75-84, 17% 85+ and 10% unknown)
 - 2/3rds are female, 1/3rd male



Challenges

- Delivering exemplary member service with budgeted staff
- “Small is better than big”
 - Keeping the membership experience intimate even as the program grows



- Beacon Hill Village covers 16 city blocks
- Avenidas Village is attempting to cover



Meeting Avenidas' Strategic Objectives?

- Increase the community's participation in our programs
 - 40% of Village members are new to Avenidas
 - Members are using many Avenidas services
- Increase financial resources
 - Village Founders donated \$47,000 for the program
 - Members are excellent prospective donors
 - Innovative program strengthens our grant requests



- Raise awareness about Avenidas
 - Steady stream of inquiries from other village organizing groups across the country
 - Unprecedented local media coverage
 - Lots of local buzz



For more information...

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