

**Cumberland County Community Development Program
2014 CDBG General Program Application
Community Cover Page**

Project Title Social Service Support for the Elderly

Lead Community Standish

Additional Communities Freeport

Contact Information Name Gordon Billington, Standish Town Manager

Address 175 Northeast Road, Standish, ME 04084

Email bbenson@standish.org or
gbillington@standish.org Tel 207-642-3461

Program Category

Public Infrastructure/Facility Downtown Revitalization

Public Service Housing Economic Development

CDBG "National Objective"

Low/Moderate Income: Area-Wide Limited Clientele

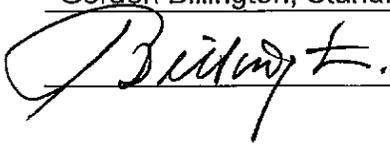
Direct Benefit: Presumed Group Elderly (Identify Group)

Slum/Blight: Area-Wide Spot Basis

Amount of CDBG Funds Requested \$35,930

Total Estimated Project Cost \$52,411

Name of Authorized Official Gordon Billington, Standish Town Manager

Signature of Authorized Official 

Cumberland County CDBG Proposal 2014-15 Narrative

Project Description

The Southern Maine Agency on Aging will provide a Social Worker to assist people 60 and older, and their family caregivers, to learn of and apply for benefits and social services to improve their financial, physical, emotional and social well-being. This social worker will meet privately on an appointment basis one day a week in both Standish and Freeport. Trained Medicare / Benefits Volunteers will be assigned to each community to support the social worker at times of high demand.

The Agency social worker will spend an additional day providing volunteer support, addressing documentation requirements, and following up with the clients to ensure they are receiving the services for which they are eligible.

Older people in or near these communities will be able to receive services near their homes without having to drive to the Agency's main office in Scarborough. Standish will provide space for the social worker in its municipal offices and in Freeport the social worker will have office space at the Freeport Community Center.

Appointments will be made through the Agency on Aging and the service will be advertised by the Agency via brochures and its Senior News, a bi-monthly tabloid with a circulation of 22,000.

This project is built on the successful past collaboration of the Southern Maine Agency on Aging with the towns of Windham, Westbrook, Gorham, and Standish as a result of an initial CDBG grant received in 2011. In 2012-13 the project continued in Westbrook, and service in Gorham was added. In 2013-14 we added the town of Standish. For 2014-15, Freeport has been added to the project.

Those who meet with the Social Worker and the volunteers receive information on enrolling for Medicare and unbiased information on Medicare D and supplemental insurance choices. Benefits counseling includes assistance with, food stamps applications, prescription benefits, fuel assistance, and information on the new benefits in the Affordable Care Act. The social worker also provides referrals and information on other social service concerns and provides people in need with easier access to the many programs of the Southern Maine Agency on Aging such as Meals on Wheels,

Money Minders, or Family Caregiver Support Services, and referrals to other social service agencies such as Legal Services for the Elderly.

Support by well-trained volunteers maximizes the value of the social worker's time and provides community outreach for the project.

Need for Project

When property taxes rise, heating oil and gas prices rise, the first place elderly people in Cumberland County turn to is the Southern Maine Agency on Aging. The Agency's Social Workers are hearing from an increasing number of people calling us with questions about the circuit breaker program that used to provide a property tax rebate, about how they can apply for fuel assistance, or whether they are eligible for the Agency's commodity food program for seniors. They are telling us they can't afford the out-of-pocket costs of their medications now that state prescription assistance for the elderly has been cut. Although we don't have cash to give, our social workers help these older people or their family caregivers identify savings and benefits, and connect them to other resources in the area.

The financial savings provided to residents through the work of this Social Worker supported by the County CDBG program are considerable. The Agency social worker met with the daughter of an 84-year-old woman who lives in Standish. The daughter is the primary caregiver for her mother who is taking 23 different medications each day. The social worker was able, on the computer, to find a nearby "preferred pharmacy" for her drug plan which will save the woman \$2,500 per year.

This program is extremely effective in the communities it serves. For example, Standish joined the project in July of 2013. The number of Standish residents served by the Agency from FY2012 to FY2013 increased by 27%. That increase is due in part to an on-site Social Worker. In the last fiscal year, (10-1 to 9-30) one out every six Standish residents 60 and older received service from the Southern Maine Agency on Aging.

In FY2013 one of every ten Freeport residents 60 and older received service from the Southern Maine Agency. Each year the Agency sees double digit increases in the number of people it serves. Last year the number of Freeport residents 60 and older served by the Agency increased by 14%. An Agency Social Worker sited in Freeport, providing one-on-one appointments, will increase the access and quality of contact of Freeport residents to these services and increase the ratio of the residents served by the Agency.

Of the 42 phone calls our Agency Social Workers received from Freeport residents from October 1 to December 31, 2013, all but 4 were related to issues of income and benefits.

In both Standish and Freeport the population of people 60 and older increased significantly between 2000 and 2010. In Standish that population increased 52% or by 561 people. In Freeport the percentage was 37% or by 487 people. (2010 Census)

Transportation is a major challenge for the elderly in Cumberland County. As aging people drive less, have little access to public transportation, or rely on transportation from family caregivers who work full time, it is necessary that social services be provided closer to their homes.

This project helps meet that need for the 3,445 people 60 and older in Standish (1,641) and Freeport (1,804). (2010 Census)

This project will also serve people from surrounding communities as well. [Note: Two towns in Cumberland County, Brunswick and Harpswell, are not served by the Southern Maine Agency on Aging because of their proximity to a sister agency, Spectrum Generations, based in Topsham.]

This project helps the elderly receive economic benefits for which they are eligible, provides follow-up to ensure they are receiving those benefits, and helps them save money on insurances. It helps many older people continue to live independently.

Project Management

Katlyn Blackstone, Director of Community Services for the Southern Maine Agency on Aging is the Project Manager. She supervises a staff of 23 professionals. The direct supervisor of the Social Worker for this project is Mary Hadlock, LSW.

Mary Hadlock recruits, trains, and provides support for the volunteers that are a part of the project. The Social Worker provides on-site training and support to volunteers in Standish and Freeport. Volunteers have immediate cell-phone support from Mary Hadlock at all times.

For 9 years, the Southern Maine Agency on Aging has provided a Benefits Counselor in Biddeford for 20 hours a week provided for by that city's CDBG funding. The same person has held that position since that time. There is a tremendous advantage to city

residents by having her located at the McArthur Library in Biddeford: Instead of driving to Scarborough to meet with a different Agency staff person each time they need assistance, they meet with one person they know and trust in their home town.

According to Linda Waters, Biddeford's Community Development Coordinator: *Not only has SMAA's staff been extremely dedicated and knowledgeable but members of our senior population have contacted me to tell me what a tremendous help the program has been in helping them access services and programs to which they are entitled. Approximately \$1,500 in benefits per senior is accomplished through this program.* (Letter of November, 2013)

Alternative Question for Social Service Providers

The Southern Maine Agency on Aging continues the private fundraising as it has since its formation in 1972. It, and the other 4 Agencies on Aging in Maine, relies on ever-restricted federal funding administered through the Maine State Office on Aging and Disability as well as competitive grants and contracts.

Unlike most Agencies on Aging in the United States, which contract their range of services, the Agencies on Aging in Maine, all private non-profits, identify the needs and provide services directly to their constituents. Direct service is cost effective, provides for greater oversight of clients, and an increased depth of service.

While it receives a large part of its funding from the federal government, the Southern Maine Agency on Aging continues to explore and expand fee-for-service programs, solicit contributions from clients, and pursue contracts for services with medical providers. For example, we have several Agency Social Workers "embedded" in medical practices and paid for by those practices because they understand the value to their clients of immediate access to social services.

For the project to continue without CDBG funding, it is possible for a town to acknowledge the economic value to its residents of an on-site Agency Social Worker and partner directly with the Southern Maine Agency on Aging for provision of that Social Worker.

Project Readiness

As of July 2014, the Social Worker will be identified and in place in Freeport and Standish. Volunteers in Windham, Westbrook, Gorham, Standish, and Freeport will be

available as needed at times of high demand. A volunteer for the Freeport project will be identified and trained to provide support during Medicare Open Enrollment beginning in October of 2014.

The Agency will begin marketing the Social Worker's availability in Senior News and through a brochure.

Multi-Jurisdictional Bonus

Community support, most especially the commitment of in-kind private office space for the Social Worker, has been secured from Standish and from Freeport.

Budget Distribution

CDBG funds will provide salary, fringe, incidental expenses, and cost of supervision and administration to place a licensed Social Worker in Standish and Freeport. The two towns will be providing office space for the Social Worker one day a week. The Agency will provide office space for one day a week, all costs of equipment including cell phone, computer, printer, and internet access. In addition, the Agency will identify, train and manage the Medicare volunteers who will supplement the work of the Social Worker. It is estimated that the volunteers will provide 512 hours of service during the year in the five towns. The national determination of the in-kind value of a Medicare volunteer is \$22 per hour.

Need for CDBG program funds

The CDBG funds provide the salary for the licensed social worker, skilled at working independently, requires no onsite supervision and is able to manage the volunteers for this project.

Without these funds the Southern Maine Agency on Aging would not be able to place this social worker off-site. The funding provides staff and support to provide in-person service to Freeport, Standish, Gorham, Windham and Westbrook residents without requiring them to travel to Scarborough for assistance.

The Southern Maine Agency on Aging raises funds from municipalities, foundations, and individuals to support its budget. As federal funding has been flat for more than four years and we expect curtailments in the minimal state funding we receive, there

are even more challenges in raising the funds to serve the more than 25,000 individuals we assist each year.

Multi-community Project

The elderly, 60 and older, in Freeport and Standish, will receive direct service from an Agency Social Worker and those in Gorham, Westbrook, and Windham from trained Medicare volunteers. Volunteers will be available in all towns at times of high demand, particularly during Medicare Open Enrollment beginning in October.

Unbiased information and assistance will enable older people to access economic benefits such as lower health insurance premiums, heating assistance, commodity foods, and SNAP (food stamps). In addition they will receive direct access to other services of the Southern Maine Agency on Aging and referrals to other needed sources such as Legal Services for the Elderly.

All five towns will work with the Southern Maine Agency on Aging to ensure adequate space is available for the Social Workers and for volunteers to meet privately with clients. Each community will also assist in outreach to inform residents of this service.

The Towns of Standish and Freeport will provide in-kind office space for the Social Worker for one day a week. Standish will provide space in its municipal offices and Freeport in the Freeport Community Center.

The Southern Maine Agency on Aging has been extremely pleased with the support and interest provided by the partner towns in the development and continuation of this project. Thanks to CDBG funding, this project has created mutually beneficial relationships for the Agency and now five towns in Cumberland County. These relationships are being sustained on a long-term basis.

Project Implementation Schedule

Activity	Q #1 J – S 2014	Q #2 O – D 2014	Q #3 J – M 2015	Q #4 A – J 2015	Q #5 J – S 2015	Q #6 O – D 2015	Q #7 J – M 2016	Q #8 A – J 2016
Contract	X							
Reporting	X	X	X	X				
Hire Benefits Counselor	X							
Offices Established	X							
Identify Volunteers for Standish, Gorham, Westbrook, Windham, Freeport	X	X						
Begin marketing	X							
Follow-up Calls take place		X	X	X				
Project Completed:				X				

<u>Public Service Programs</u>				
Cost Category	CDBG Funds	Municipal Funds	SMAA	Total
Equipment	\$		\$2,2430	\$2,430
Printing Brochure	\$500			\$500
IT Support	\$1,098			\$1,098
Salaries	\$22,188			\$22,188
Fringe	\$3,783			\$3,783
Transportation	\$500			\$500
Consultants				0
Space/Rent		\$1,858(in kind)	\$929 (in kind)	\$2,787
Supervision and Volunteer Recruitment, Training, & Management	\$4,965			\$4,965
Admin / G&A/ Insur.	\$2,896			\$2,896
Volunteer Hours			\$11,264 (in kind)	\$11,264
Total Costs	\$35,930	\$1,858	\$14,623	\$52,411
<p>In-kind volunteer hours identified at \$22 hour for 512 hours. In-kind office space provided by Standish, Freeport, and Southern Maine Agency on Aging at \$929 a year for one day a week. Other sites—Windham, Westbrook, and Gorham--also provide in-kind space on as-needed basis. Project supervision, Volunteer Recruitment, Training & Support is determined at \$23.86 per hour 4 hrs/wk. Equipment includes laptop, printer, cell phone & internet access.</p>				

Type of Funding	Match Amount		Source of Match	How is the match calculated?	Is the match secured? Please circle yes or no.	If yes, please attach relevant documentation. ¹	If no, please outline and attach future steps to secure match. ²
Cash	Municipal Cash	\$			Yes / No		
	Other Cash	\$2,263	Southern Maine Agency on Aging (SMAA)		Yes / No		
In-Kind/ Donation	Other Cash	\$			Yes / No		
	Other Cash	\$			Yes / No		
	Municipal In-Kind & Donation	\$1,858	Standish & Freeport	\$929 cost of office space one day a week	Yes / No		
	Other In-Kind & Donation	\$929	SMAA	\$929 cost of office space one day a week	Yes / No		
In-Kind/ Donation	Other In-Kind & Donation	\$11,264	SMAA	Medicare Volunteer time valued @\$22/hr	Yes / No		
	Other In-Kind & Donation				Yes / No		
TOTAL MATCH		\$16,314					

¹ Please feel free to attach up to 1 page of additional documentation demonstrating secured match.

² Please feel free to attach up to 1 page explaining the future steps that will be taken to secure matches.

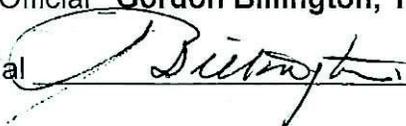
Appendix V: Multi-Community Application Endorsement

CUMBERLAND COUNTY COMMUNITY DEVELOPMENT PROGRAM

CDBG GENERAL PROGRAM APPLICATION – 2014

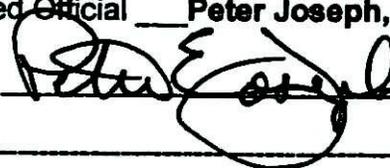
Lead Community Applicant: Standish

Lead Community Authorized Official Gordon Billington, Town Manager

Signature of Authorized Official  _____

Additional Community Applicant: Freeport

Additional Community Authorized Official Peter Joseph, Town Manager

Signature of Authorized Official  _____

Additional Community Applicant: _____

Additional Community Authorized Official _____

Signature of Authorized Official _____

Additional Community Applicant: _____

Additional Community Authorized Official _____

Signature of Authorized Official _____

Additional Community Applicant: _____

Additional Community Authorized Official _____

Signature of Authorized Official _____