

*Helping Canton residents meet basic human needs while providing support and services to maximize independence.*

## *Town of Canton*

### Senior and Social Services Strategic Plan 2020 – 2025

Final January 2020

Prepared by the Temporary Senior/Social  
Services Strategic Planning Committee

***Facilitated by TGBC Business Consulting***

**Town of Canton  
Senior and Social Services  
Strategic Plan 2020 - 2025**

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**1. Temporary Senior/Social Services Strategic Planning Committee Members**

Sue Saidel, Co-Chair  
Fran Traceski, Co-Chair  
Sandy Yost, Secretary

Members:

- Carol Barlow
- Pam Bali Hoppi
- Michie Hesselbrock
- Carol Storey
- Chris Welcome

## 1. Introduction

The Town of Canton Senior and Social Services Department offers services, programs and resources to residents of Canton to help them achieve self-sufficiency, maintain economic well-being, and adjust to different circumstances and events in their lives. The department is responsible for the administration of social services and provides current information on local, regional and statewide resources and coordinates increasingly diverse programs to serve residents with varying backgrounds and needs.

The department is responsible for the administration and operation of The Canton Senior Center. Coordination of senior center programs, special events and health and wellness campaigns serves the continually growing and diverse needs and interests of older adults (residents 55 years or older).

Social Services supports Canton individuals and families through various programs including financial assistance, medical assistance, short-term assessment fuel assistance, the holiday gift program, emergency shelter, private funds, eviction assistance, Renters Rebate Program and information and referral services. Programs for the younger population within town and the families supporting them, include promotion of the Parks and Recreation scholarship program, free reduced meals program through the school, the Care 4 Kids program, Canton Youth Services Bureau (CYSB) supported counseling for families, students and individuals, the holiday giving program and a back to school assistance program. This work is aligned with the CYSB, Canton Parks and Recreation and the Teen Librarian. These services are in addition to those specialized for seniors and services for those with disabilities.

Social and Senior Services has gone through a number of changes in the past 11 years. In 2008, Social Services were provided on a part-time basis by the Town of Avon. Senior Services were provided by a full time Senior Services Coordinator. In 2008, a part-time Senior Services Coordinator and part-time Administrative Assistant were hired to provide the services and were placed under Parks and Recreation. In 2010, Canton stopped receiving social services from Avon and created the Senior and Social Services Department which operates independently and oversees both Senior Center operations and social services. The Director became full-time and the Administrative Assistant's hours were adjusted accordingly. Over time, the office has steadily grown to its current staffing level and range of offerings. (Please see Attachment III for Staffing, Offerings and Utilization).

Anticipating a growing need for services and increased competition for resources, the town leadership chartered a temporary committee to develop a strategic plan for Senior and Social Services. The focus of the five-year plan is to anticipate the needs of our community and develop goals and actions to proactively address those needs.

## **2. Planning Process**

The Committee kicked off the process with planning sessions beginning in the fall of 2018. A comprehensive plan was developed to solicit community and expert input in the development of the plan as specified in the committee's charter.

To develop a meaningful plan, input from the community was solicited to understand their interests, experience and perceptions of Senior and Social Services. The Community Survey was open to all town residents and was intended to capture the views of a broad cross section of Canton residents. It was announced on December 6, 2018 via town e-blast and was promoted on the town website and it was also available at the Senior Center and for one afternoon at Shoprite. The survey was available electronically and as hard copy. A total of 321 surveys were submitted prior to close on January 10, 2019.

Focus groups were held to probe community needs and perceptions of Senior and Social Services in more detail.

The Client and Community Focus Group included clients who had accessed services from/through Senior and Social Services, volunteers and Town of Canton community members. The intent of the focus group was to obtain firsthand views from those that had participated in programs, accessed services or had volunteered and were intimately familiar with the staff, programs and facilities. Areas that were probed included satisfaction with services, coordination of services, future needs and gaps in coverage.

The Community Partners Focus Group included leaders and practitioners from local Health and Human Services (HHS) organizations with which Senior and Social Services works. Their organizations refer clients to one another based on their mission and expertise. The objective of this focus group was to obtain views and insight from HHS professionals and experienced volunteer leaders operating in the Canton area. Areas that were probed included collaboration, coordination of services, gaps in coverage and developing needs.

To prepare for a productive conversation on strategic goals, we engaged and solicited feedback from Community Thought Leaders. This group included leaders of town departments, members of town staff as well as community leaders and practitioners from local HHS organizations with which Senior and Social Services works. Community Thought Leaders then participated in a four-hour planning workshop held in the Community Room of the Community Center on March 1, 2019. Discussion included mission, vision, core values, organizational strengths and weaknesses, short term priorities, future vision, and aspirational goals which are the key components for plan development.

The Strategic Plan was drafted based on the views, insight and guidance gathered from the community input. The plan has been reviewed, refined and is ready for approval.

### **3. Senior and Social Services Temporary Committee Summary Findings**

Based on the input gathered through the community survey, focus groups and Community Thought Leader workshop, the committee has found:

#### **Current Services and Needs:**

- Canton Senior and Social Services is considered primarily a Senior Center and there is a need to increase the awareness of social services offered.
- Canton Senior and Social Services clients are highly satisfied and the major contributor to their satisfaction is the staff.
- Social Services provides a rich set of services providing life changing support for those in need.
- There is a good collaborative working relationship with HHS and Community organizations and the department is considered a community resource by HHS professionals.
- There is a need to enhance the skills and supporting infrastructure to insure the continued availability of these critical resources.
- The Youth Services Bureau is a volunteer group in Canton and is a paid staff function in most Connecticut towns.
- People are reluctant to ask for help and consequently focus should be placed on outreach.
- Short term priorities should be isolation, mental health issues, addiction, and recovery services.

#### **Future Needs:**

- The average age of Canton Residents and the number of residents >65 is expected to increase through 2040.
- Mental Health and Isolation are considered to be the most urgent problems in the future.
- There is a need in the community for more affordable housing to attract younger families and to allow seniors to stay in town.

#### **4. Senior and Social Services Mission, Vision, and Values**

##### ***Mission:***

The Canton Senior and Social Services Department assists individuals of all ages to achieve stability and self-sufficiency by collaboratively working with other social service organizations to provide resources to those in need. We offer older adults opportunities for social interaction, recreation and improved quality of life.

##### ***Vision:***

Senior and Social Services is a vibrant organization that is well-resourced and well-known throughout the community. It is tightly connected to the wider community and provides advocacy that results in a higher quality of life for our residents. It is one that is forward thinking and stays ahead of whatever the needs of the community might be.

##### ***Core Values:***

- Committed
- Inclusive
- Helpful
- Friendly
- Collaborative

##### ***Guiding Principles:***

- We are good partners in the community.
- We treat our residents, members and community partners with dignity and respect.
- We connect with the community.
- We are good stewards of the funds that we receive.
- We provide a warm, welcoming environment for our residents and members.
- We value our residents, members, volunteers, and staff.

## 7. Strategic Direction

The Summary Findings above highlight the common themes from our community outreach activities and are the basis of the strategic direction and plan. It is clear that Canton is a caring community with an interest in supporting all members of the community and improving the quality of life in town. For sure, the need for services is increasing, in particular with the growing senior population. We are also keenly aware of the importance of social services for those in need and the importance of mental wellness to combat isolation and addiction. That said, addressing these increasing needs must be done in a smart way to manage resources wisely. Priorities have been established and there is a focus on high impact, modest cost actions, collaboration, and fee offerings to maximize investment. The Strategic Goals are built upon the following:

1. **Community Outreach:** Actions to inform and advise the community of Senior and Social Services offerings to encourage community engagement among seniors and encourage those in need to access available social services.
2. **Develop and Enhance Offerings to meet the need of seniors:** Actions to anticipate the needs of our seniors and enhance the quality of life through community interaction and cultural enrichment.
3. **Social Services:** Actions to enhance the client experience and coordination of services with a focus on wellness.
4. **Improve Efficiency and Operational Capacity:** Actions to improve staff efficiency and build capacity through improved record keeping, training and adoption of best practices.



## **8. Strategic Goals and Actions**

### **Goal #1: Improve community outreach and engagement.**

#### **A. Social Media**

- Priority: Train staff on use of social media platforms available to town departments.
- Intermediate: Create Facebook page for Senior Services Department.
- Long Term: Develop social media policy and plan for Senior Services.

#### **B. Increase visibility of programs and services**

- Priority: Share program information with local print publications.
- Intermediate: Recruit volunteer to set up and maintain bulletin board postings for Senior and Social Services at local business and residences such as senior housing, McDonalds, Walgreens, CVS, and Shoprite.

#### **C. Outreach**

- Priority: Create a listing of community agencies and the services available from each.
- Intermediate: Develop partnerships with town departments, schools and local agencies to share information FVHD, Focus on Canton, CERT, SALT, etc.
- Long Term: Attend at least 2 networking events annually to create awareness of available social services – Rotary Club, Chamber of Commerce, PTO meetings, CBS Children’s Fair, Farmers Market, Collinsville HOT, and Concerts in the Park.
- Long Term: Create electronic pamphlet of services that can be shared by tablet at town events.
- Long Term: Collect community feedback annually regarding Senior Center programs from program attendees and community surveys.

### **Goal #2: Develop Senior Center offerings that meet the needs of Canton’s aging population.**

#### **A. Social & Cultural Activities**

- Priority: Develop a process to provide programs for a fee and retain excess revenues in a special revenue account to be applied to future programming.
- Priority: Increase offerings providing education on wellness, finances, fraud risks, and other life skills.
- Intermediate: Partner with other communities and organizations for cultural and recreational trips such as museum visits, flower shows, and concerts.
- Intermediate: Recruit volunteers from the community and businesses to expand program offerings.
- Intermediate: Develop Neighbors helping Neighbors into a continual program by collaborating with other Canton businesses and organizations such as Rotary, Lions, and Scouting.

#### **B. Transportation**

- Priority: Explore opportunities for ride sharing with other organizations or through regional collaboration.
- Intermediate: Study current capabilities and needs. Increase services through partnerships, volunteers, grants or budget.

**Goal #3: Provide a Social Services Department that accommodates the diverse needs of youth, families, individuals, and seniors.****A. Infrastructure**

- Priority: Create environment where client privacy can be protected.
- Priority: Coordinate with Canton Youth Services Bureau (CYSB) and schools and provide social services for youth and their families.
- Intermediate: Create policies and documentation regarding available services.

**B. Services**

- Intermediate: Partner with health and wellness businesses to sponsor programs on specific needs.
- Intermediate: Develop outreach to caregivers providing information.

**Goal #4: Expand and improve the organizational efficiency of Senior and Social Services.****A. Data Collection and reporting**

- Priority: Develop plan to collect and organize data on services provided.
- Priority: Train staff to utilize available software systems.
- Intermediate: Analyze current utilization of programs to validate and prioritize offerings.

**B. Policy and training**

- Intermediate: Develop policy and procedures for cross training essential functions.

**C. Infrastructure**

- Intermediate: Expand staff to support the needs of our growing population and improve services for all ages in the Canton Community.
- Intermediate: Following collection of sufficient data, the Board of Selectmen, in consultation with the department director, will review the department structure and evaluate if changes would improve efficiency and operations.
- Long Term: Join and obtain certification of Senior Center by the National Institute of Senior Centers.

**9. Summary and Conclusion**

While a great deal of teamwork and collaboration went into the development of this plan, the real challenge lies ahead. Bringing the plan to fruition for the benefit of all Canton residents will require due diligence and support from our citizens. Keeping it current and flexible will ensure that we adjust as changes occur so that we can continue to make Canton a better and caring community.

It takes a village and there are many people to thank. Many thanks to the town leaders for their commitment and for being forward thinking in proactively planning for anticipated needs. Thanks to the many community members that participated in the process and provided their insight and guidance. Finally, thanks to the committee members for their hard work, long hours and commitment to their community.

### ***Attachment I: Canton Demographics***

#### **Town of Canton Demographic Summary (Source: CERC)**

##### ***Town of Canton Demographics (2018 unless noted)***

- Slow growth: 1.3% (2016-2020)
- Older Population and Expected to Grow: (Source: CERC/CT Data – See Attachment II)
  - Percent Population 65 and over exceeds CT Average.
  - Projections through 2040 show population 65 and over increases.
- Above average income and Well Educated:
  - 53% of residents have Bachelors or Higher.
  - Median Household Income of 87.4K exceeding State average.
- Solid Education:
  - Graduation rate 95.5% exceeding CT average.
  - Grade School Math and English Scores significantly exceed CT average.
  - Chronic Absenteeism 5.6% which is significantly lower than CT average.
- Low unemployment: 3.6%
- High cost of housing:
  - Cost Burdened Renters are 55% which is higher than CT Average.
  - Mean housing price is \$297.4K which is greater than CT average.
- Low crime rate:
  - No violent crime.
  - Property related crime less than CT average.

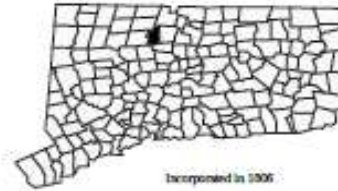
Attachment I: Canton Demographics (cont.)

# Canton, Connecticut

CERC Town Profile 2018 Produced by The CT Data Collaborative

Town Hall  
4 Market Street  
P.O. Box 168  
Collinsville, CT 06022  
(860) 693-7847

Belongs To  
Hartford County  
LMA Hartford  
Capital Region Planning Area



Incorporated in 1906

Demographics									
<b>Population</b>			<b>Race/Ethnicity (2012-2016)</b>						
	Town	County	State		Town	County	State		
2000	8,840	857,183	3,405,565	White Alone, Non-Hispanic	9,212	566,548	2,464,450		
2010	10,292	894,014	3,574,097	Black Alone	88	120,439	372,696		
2012-2016	10,319	895,699	3,588,570	Asian	321	43,798	152,782		
2020	10,902	925,492	3,604,591	Native American	0	2,467	9,399		
'16 - '20 Growth / Yr	1.3%	0.8%	0.1%	Other/Multi-Race	230	80,187	284,582		
				Hispanic or Latino	568	151,355	537,728		
	Town	County	State		Town	County	State		
Land Area (sq. miles)	25	735	4,842	Poverty Rate (2012-2016)	2.9%	11.6%	10.4%		
Pop./Sq. Mile (2012-2016)	420	1,218	741						
Median Age (2012-2016)	47	40	41	<b>Educational Attainment (2012-2016)</b>					
Households (2012-2016)	4,040	347,207	1,354,713		Town	County	State		
Med. HH Inc. (2012-2016)	\$87,404	\$68,027	\$71,755	High School Graduate	1,406	19%	673,220	27%	
		Town	State	Associates Degree	545	7%	184,426	7%	
Veterans (2012-2016)		677	188,759	Bachelors or Higher	3,952	53%	938,319	38%	
<b>Age Distribution (2012-2016)</b>									
	0-4	5-14	15-24	25-44	45-64	65+	Total		
Town	466 5%	1,363 13%	972 9%	2,017 20%	3,686 36%	1,815 18%	10,319 100%		
County	48,332 5%	109,973 12%	118,066 13%	227,036 25%	252,161 28%	140,131 16%	895,699 100%		
State	188,812 5%	439,100 12%	494,529 14%	878,077 24%	1,033,029 29%	555,023 15%	3,588,570 100%		
Economics									
<b>Business Profile (2016)</b>			<b>Top Five Grand List (2017)</b>						
Sector	Units	Employment			Amount				
Total - All Industries	408	3,598		W/S Peak Canton Properties LLC	\$35,913,830				
23 - Construction	36	139		Eversource	\$18,225,670				
31-33 - Manufacturing	8	42		Wakefern Food Corporation	\$5,925,210				
44-45 - Retail Trade	78	1,097		New Horizons Inc	\$5,433,830				
62 - Health Care and Social Assistance	21	459		Kohls (Store#661)	\$4,758,180				
72 - Accommodation and Food Services	31	474		Net Grand List (SFY 2015-2016)	\$1,100,809,533				
Total Government	15	442		<b>Major Employers (2017)</b>					
				Town of Canton	Favarrh				
				Shop Rite Supermarket	Cherry Brook Health Center				
				Kohls					
Education									
<b>2017-2018 School Year</b>			<b>Smarter Balanced Test Percent Above Goal (2016-2017)</b>						
	Grades	Enrollment		Grade 3	Grade 4	Grade 8			
Canton School District	PK-12	1608		Town	State	Town	State	Town	State
				Math	72.7% 53.1%	64.3% 50.0%	64.3%	41.8%	
				ELA	70.9% 51.8%	77.6% 54.1%	72.1%	53.7%	
<b>Pre-K Enrollment (PSIS)</b>			<b>Rate of Chronic Absenteeism (2016-2017)</b>						
		2016-2017				All			
Canton School District		28		Connecticut		9.9%			
				Canton School District		6.5%			
<b>4-Year Cohort Graduation Rate (2016-2017)</b>			<b>Public vs Private Enrollment (2012-2016)</b>						
	All	Female	Male		Town	County	State		
Connecticut	87.9%	90.9%	85.1%	Public	90.0%	89.7%	86.8%		
Canton School District	95.8%	96.7%	94.7%	Private	10.0%	10.3%	13.2%		



Attachment I: Canton Demographics (cont.)

# Canton, Connecticut

CERC Town Profile 2018



Connecticut Economic Resource Center

Government							
Government Form: Selectman - Town Meeting							
Total Revenue (2016)	\$40,205,463	Total Expenditures (2016)	\$37,948,054	Annual Debt Service (2016)	\$1,835,591		
Tax Revenue	\$32,330,018	Education	\$27,532,880	As % of Expenditures	4.8%		
Non-tax Revenue	\$7,875,445	Other	\$10,415,174	Eq. Net Grand List (2016)	\$1,537,052,180		
Intergovernmental	\$7,133,342	Total Indebtedness (2016)	\$17,636,365	Per Capita	\$149,417		
Per Capita Tax (2016)	\$3,128	As % of Expenditures	46.5%	As % of State Average	98.8%		
As % of State Average	108.9%	Per Capita	\$1,714	Moody's Bond Rating (2016)	Aa2		
		As % of State Average	69.1%	Actual Mill Rate (2016)	29.19		
				Equalized Mill Rate (2016)	20.93		
				% of Net Grand List Com/Ind (2016)	12.8%		
Housing/Real Estate							
Housing Stock (2012-2016)				Distribution of House Sales			
	Town	County	State		Town	County	State
Total Units	4,340	374,672	1,493,798	Less than \$100,000	NA	804	3,417
% Single Unit (2012-2016)	72.0%	55.1%	59.1%	\$100,000-\$199,999	NA	2,420	7,522
New Permits Auth (2017)	10	957	4,547	\$200,000-\$299,999	NA	1,548	6,031
As % Existing Units	0.2%	0.3%	0.3%	\$300,000-\$399,999	NA	810	3,380
Demolitions (2017)	0	509	1,403	\$400,000 or More	NA	831	5,960
Home Sales	NA	6,413	26,310	Rental (2012-2016)			
Median Price	\$297,400	\$234,900	\$269,300		Town	County	State
Built Pre-1950 share	27.3%	28.6%	29.7%	Median Rent	\$1,115	\$1,016	\$1,094
Owner Occupied Dwellings	3,261	222,638	900,223	Cost-burdened Renters	55.0%	49.9%	52.5%
As % Total Dwellings	80.7%	64.1%	66.5%				
Subsidized Housing (2017)	309	52,270	168,576				
Labor Force							
	Town	County	State	Connecticut Commuters (2015)			
Residents Employed	5,448	447,840	1,795,519	Commuters Into Town From:			
Residents Unemployed	204	25,304	96,273	Canton, CT	472	Hartford, CT	640
Unemployment Rate	3.6%	5.3%	5.1%	Torrington, CT	270	Canton, CT	472
Self-Employed Rate	11.1%	7.7%	9.9%	Bristol, CT	177	Farmington, CT	367
Total Employers	408	27,535	117,337	Simsbury, CT	173	Simsbury, CT	276
Total Employed	3,598	505,544	1,666,580	Avon, CT	146	Avon, CT	268
				New Hartford, CT	134	Bloomfield, CT	219
				Farmington, CT	125	West Hartford, CT	192
						CT	
Quality of Life							
Crime Rates (per 100,000 residents) (2016)		Distance to Major Cities		Residential Utilities			
	Town	State		Miles	Electric Provider		
Property	1,324	1,780	Hartford	14	Eversource Energy		
Violent	0	224	Providence	77	(800) 286-2000		
Disengaged Youth (2012-2016)			New York City	99	Gas Provider		
	Town	State	Boston	102	CNG Corp		
Female	4.2%	4.5%	Montreal	256	(860) 727-3000		
Male	0.0%	5.5%			Water Provider		
					Connecticut Water Company		
Library circulation per capita	12.60				(800) 286-5700		
					Cable Provider		
					Comcast Plainville		
					(800) 266-2278		

**Attachment II**

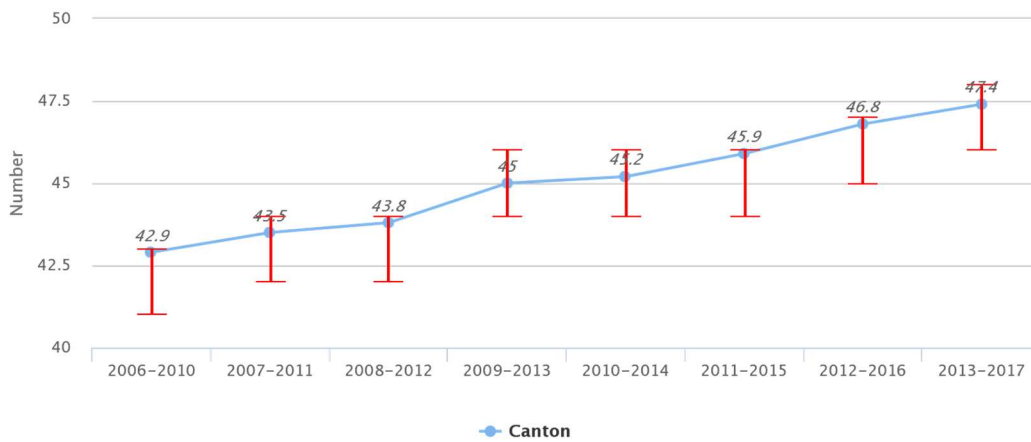
**CERC/CT Data Age Distribution History and Projections**

**Population Age Distribution for Town of Canton 2016 - 2018**

	0-4		5-14		15-24		25-44		45-64		65+		Total
2016	362	4%	1474	14%	1206	12%	2048	20%	3567	35%	1677	16%	10334
2017	405	4%	1444	14%	984	10%	2133	21%	3644	35%	1726	17%	10336
2018	466	5%	1363	13%	972	9%	2017	20%	3686	36%	1815	18%	10319

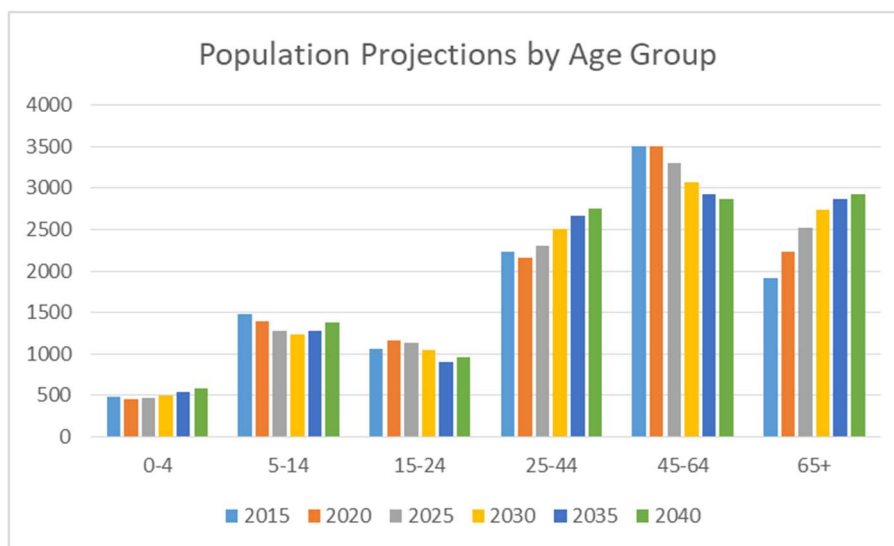
**Median Age by Town**

Year: 2006-2010,2007-2011,2008-2012,2009-2013,2010-2014,2011-2015,2012-2016,2013-2017 | Gender: Total | Race/Ethnicity: All | Measure Type: Number | Variable: Median Age, Margins of Error



Source: . CTData.org

**Population Projections by Age Group**



**Attachment III**

**Senior Center Staffing, Offerings & Utilization**

**Staffing** (Source: R. Skinner Note to Town on 7-24-19 vote)

POSITION	WEEKLY HOURS	ANNUAL COMPENSATION
Director	35	68,321
Administrative Assistant	25	27,009
Senior Center Coordinator	20	20,923
Café Coordinator	6 hours	4,316

**Programming 2017-2018**

SENIOR CENTER PROGRAM	# DAYS MET	#PEOPLE SERVED	ID
CANTON SENIOR CLUB	12	35	S
F.V. MENS' CLUB	24	90	S
BRIDGE GROUP	48	10	S
BINGO GROUP	40	20	S
WOMEN OF THE FIBER	48	20	S
60+ CARDS GROUP	100	10	S
MAH JONGG MAVENS	48	9	S
CRT COMMUNITY CAFE	92	3496 meals total	S/N
Wii BOWLING TEAM	150	10 Players	S/W
SCHOLARLY HOUR	26	10	S/E

**Attachment III****Senior Center Staffing, Offerings & Utilization (cont.)****Current Offerings: Senior Center Activities**

(Source: R. Skinner Note to Town on 7-24-19 vote)

**Weekly Lunches** – CRT Community Cafe**Coordinate Reoccurring Meetings**

- Senior Cub
- Men's Club
- Bridge Group
- Bingo Group
- Woman of Fiber
- Wii Bowling Team
- Scholarly Hour
- Chair Yoga Class
- Mah Jongg

**Special Events**

- Canton Cabaret
- Kindness Rocks
- Older Americans Month Award
- Days of Our Lives
- Volunteer Appreciation Lunch
- Love Your Neighbor Event
- Winter Wonderland Celebration Luncheon
- Matter of Balance by FVHD
- Oktoberfest
- Senior Center Celebration – Expo of resources for Seniors/Flu Shots, etc.
- Annual Senior Picnic

**Publish the Scribe Newsletter**

- Currently sent 4x per year

**Services**

- Blood Pressure Screenings
- Senior Farmers Market Voucher Distributions
- Medicare Insurance Counseling
- Foot Care
- AARP Tax Counseling
- AARP Smart Driving Course

**Regional Trips**

- GERMANFEST at the Williams Inn, Williamstown, MA
- Phantom– Westchester Broadway Theater
- Casino and Show
- Radio City Christmas Spectacular
- Christmas in CT at the Wadsworth



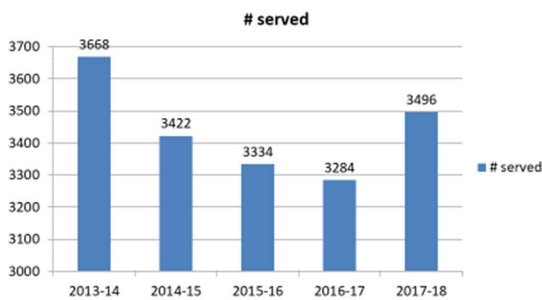
**Attachment III**

**Senior Center Staffing, Offerings & Utilization (cont.)**

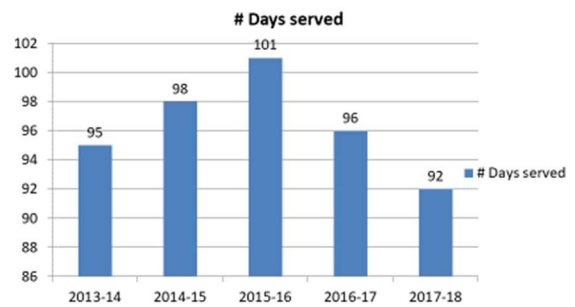
**Senior Center Services Utilization 2013-2018**

**Meals**

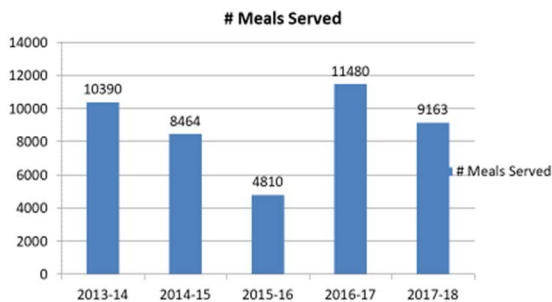
**CRT Lunches**



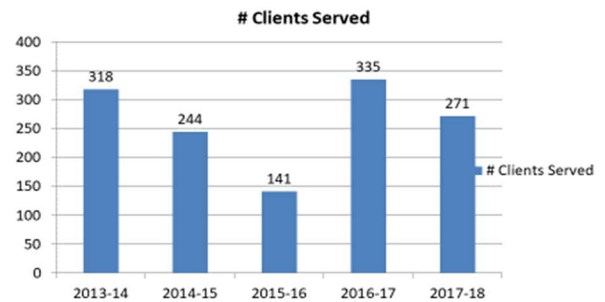
**CRT Lunches**



**Meals on Wheels**



**Meals on Wheels**



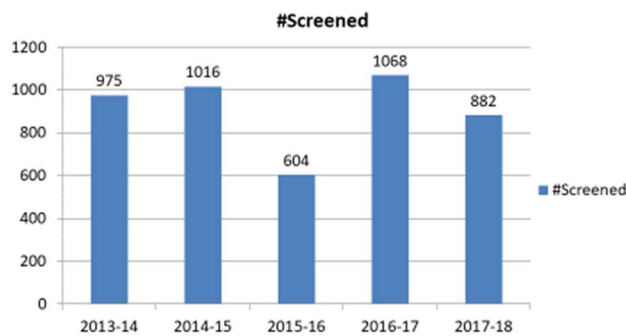
**Attachment III**

**Senior Center Staffing, Offerings & Utilization (cont.)**

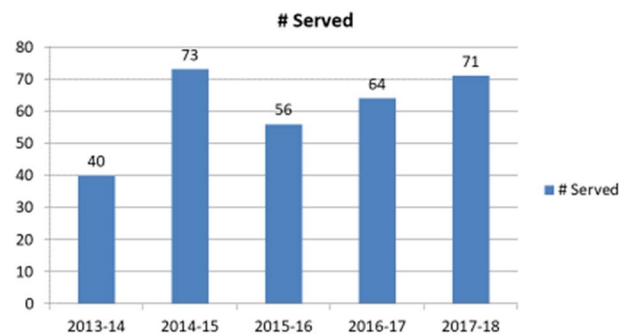
**Senior Center Services Utilization 2013-2018**

**Medical & Financial**

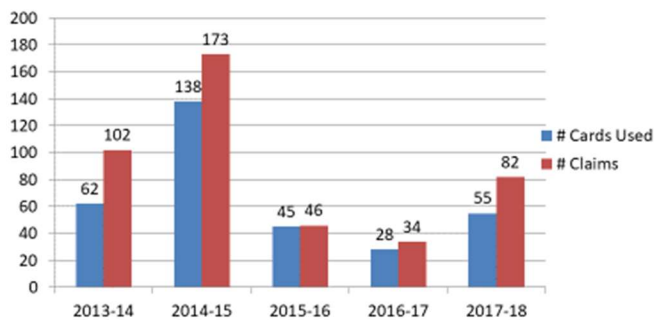
**Blood Pressure screening**



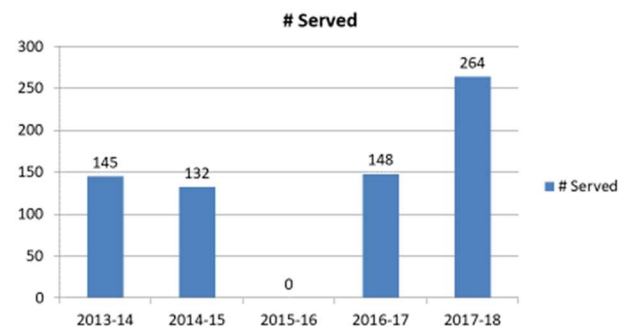
**CHOICES Medicare Ins. Counseling**



**Rx Discount Cards**



**AARP Tax Preparations**



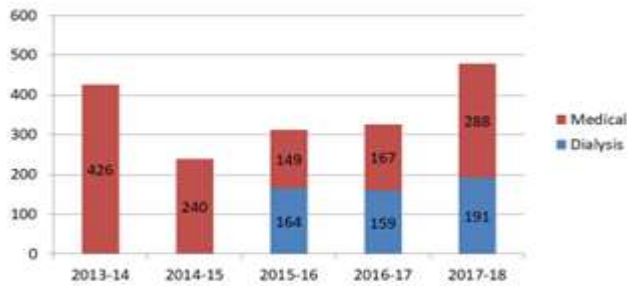
**Attachment III**

**Senior Center Staffing, Offerings & Utilization (cont.)**

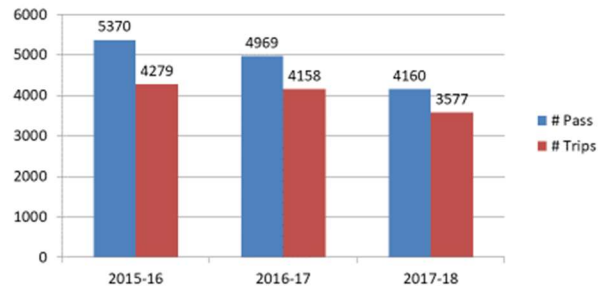
**Senior Center Services Utilization 2013-2018**

**Transportation**

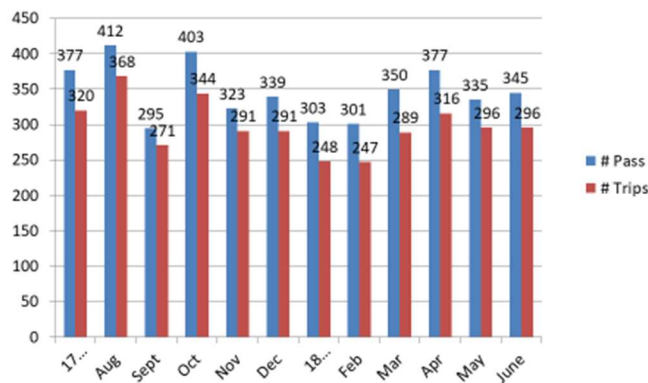
**Medical Transportation**



**Dial-A-Ride  
2015 - 2018**



**Dial-A Ride by Months  
2017 - 2018**



**Attachment IV**

**Affordable Housing Information**

**Canton Affordable Housing (Source: CT.DATA.GOV)**

Town	Year	2010 Census Units	Gov Assisted	Tenant Rental Assistance	Single Family CHFA/USDA Mortgages	Deed Restricted Units	Total Assisted Units	Percent Affordable
Canton	2016	4,339	211	15	46	32	304	7.01
Canton	2015	4,339	211	14	71	32	328	7.56
Canton	2014	4,339	211	17	68	32	328	7.56
Canton	2013	4,339	211	19	63	32	325	7.49
Canton	2012	4,339	211	19	55	32	317	7.31
Canton	2011	4,339	211	20	52	32	315	7.26

**Assisted Housing Units in Canton (Source: CT.DATA.GOV) 2001-2013**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Gvt. Assisted Housing Unit	134	132	135	229	229	229	231	228	230	230	231	231	211
Deed Restricted Housing Unit	0	0	14	14	29	32	32	32	32	32	32	32	32

**Property Tax Relief**

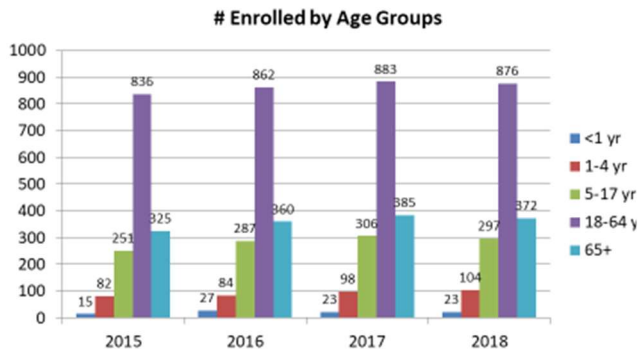
The program provides % of property tax relief to the residents whose annual income is \$48,000 or less.

Year / Funding	Claims	Amount
2018 State	104	\$64,454.70
2017 State	116	\$68,392.97
2017 Town	25	
2016 Town	19	

Attachment V

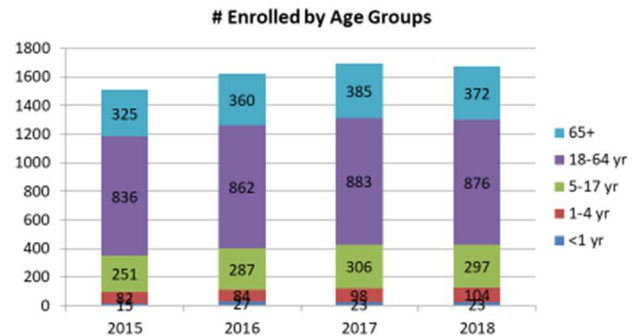
Social Services Information

Number of Canton Residents Enrolled in DSS Services by Age Groups

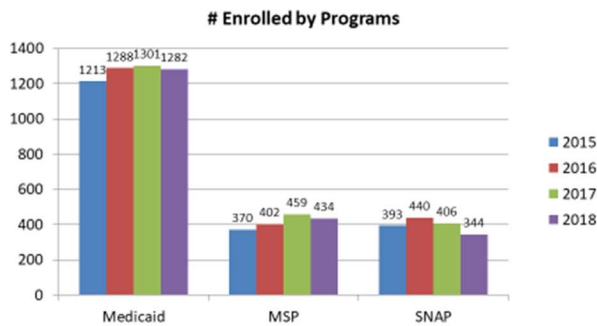


942 women and 753 men enrolled in DSS Services in 2018

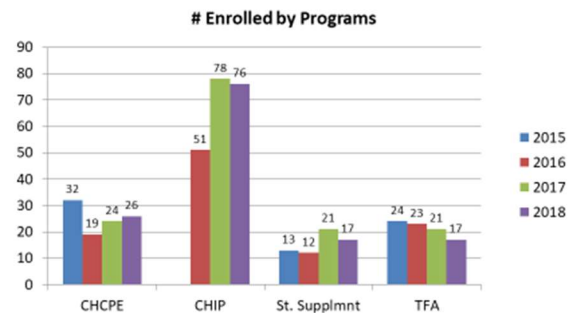
Number of Canton Residents Enrolled in DSS Services by Age Groups



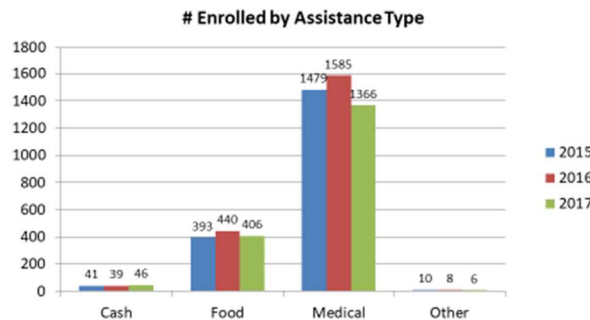
Number of Canton Residents Enrolled in DSS Services by Programs -1-



Number of Canton Residents Enrolled in DSS Services by Programs -2-



Number of Canton Residents Enrolled in DSS Services by Assistance Type



**Attachment V****Social Services Information (cont.)****Canton Youth Services Bureau:**

- Provides counseling for students referred from the schools, parents or Senior/Social Services.
- Present staffing is two therapists and expected to grow to three.
- Currently servicing approximately 8 -10 clients.
- Town Budget \$11,300 per year and State Grants \$22,000 - \$27,000 per year

**High School Social Worker:**

- Full time position for the past three years. Presently provides direct services to students and teaches 2 classes per week dealing with anxiety, stress and proper decision making.
- Concerns:
  - It has become more difficult to schedule students for therapy due to increased numbers and the intensity of the issues: Anxiety, behaviors, depression, drug and alcohol issues, family issues, post-traumatic stress, hospitalizations.
  - Students are sometimes referred the same day due to a crucial issue which will disrupt the schedule so that other students will not be seen that day.
  - School based counseling is not a therapeutic environment. Students have to go class right after their session and go home to their parents without the therapist speaking with parent.
  - The family dynamics are hard to address during school time.
  - School administrators, school counselors, social workers and school psychologists feel there needs to be more Community Involvement so that families can get the help that they need. More Prevention Programs to be offered.
- Many towns such as Southington have a partnership between the schools and Social Services where the town social worker or counselor will go into the schools and see students in groups to address crucial issues and appropriate decision making.
- On average, each individual who provides direct counseling (social workers, psychologists, school counselors) are working with 30-34 students a week with 2-4 students scheduled 2-3x weekly.
  - This does not count the hours for other responsibilities such as: testing; crisis situations that arise - “drop in students” in crisis that occur throughout the day; parent requests and parent conferencing etc. This greatly effects their ability to address the regularly scheduled students.

**Attachment V**

**Social Services Information (cont.)**

**Monthly Assistance Units and Recipients Canton:**

	2005	2010	2014
	Canton	Canton	Canton
SNAP Cases	48	83	161
SNAP Recipients	70	127	251
TFA-Regular Cases	8	6	4
TFA-Regular Recipients	15	9	9
TFA-Two Parent Cases			1
TFA-Two Parent Recipients		3	6
TFA-Total Cases	8	6	5
TFA-Total Recipients	15	12	15
State Supplement-Aged	2	5	2
State Supplement-Blind	2	2	1
State Supplement-Disabled	7	6	7
State Supplement-Total	12	13	11
MSP-QMB Cases/Recipients			128
MSB-SLMB/ALMB Cases. Recipients			24
Medicaid-LIP Cases			68
Medicaid-LIP Recipients			68
ACA Cases			110
ACA Recipients			134
Total Medicaid Cases		247	614
Total Medicaid Recipients		423	858
SAGA-Cash Cases	5		2
SAGA-Cash Recipients	5		2
SAGA-Med Cases	16	18	
SAGA-Med Recipients	16	18	

SNAP - Supplemental Nutrition Assistance Program

TFA - Temporary Family Assistance – TFA

SAGA – State Administered General Assistance

MSP - Medicare Savings Program (3 levels)

QMB (Qualified Medicare Beneficiaries), SLMB (Special Low Income Medicare Beneficiaries) and ALMB (Additional Low Income Medicare Beneficiaries)

ACA – Affordable Care Act

**Attachment V****Social Services Information (cont.)****Canton Food Bank:  
Statistics for 2017 & 2018**

	<b>Number of Qualified Clients</b>	<b>Number of Clients on Tuesday</b>	<b>Number of Family Members</b>	<b>Number of Meals Distributed</b>
<b>2017</b>	<b>132</b>	<b>2,621</b>	<b>5,317</b>	<b>50,506</b>
<b>2018</b>	<b>113</b>	<b>2,483</b>	<b>4,858</b>	<b>50,252</b>



## ***Attachment VI Community Input***

### ***Community Survey***

**Participants:** The Community Survey was open to all town residents. It was announced on December 6, 2018 via town e-blast. It was also promoted on the town website and was available at the Senior Center as well as one afternoon at Shoprite. The survey was available electronically and as hard copy. Several reminders were sent out and a total of 321 surveys were submitted prior to close on January 10, 2019.

### **Feedback Highlights:**

- About half of the respondents are currently using Senior and Social Services
- Those using the services are VERY happy and rate services very highly.
- Major driver of satisfaction was the Staff, the director in particular.
- Respondents were very aware of Senior Center and services.
- Some respondents were not aware of services offered.
- There was an overall willingness to pay (reasonable) fees for services, Transportation in particular.
- Areas where programs should be added or expanded are:
  - Transportation
  - Affordable Housing
  - Friendly Visitor Program
  - Daily Senior Center Café
  - Youth and Family Social Worker
- There is a small but vocal minority that said that taxes are too high and that the size of government in Canton should not be increased.

## **Attachment VI** **Community Input (cont.)**

### **Focus Groups**

#### **1. Client and Community Focus Group**

**Attendees:** The participants in the Clients and Community Focus Group were clients who had accessed services from/through Senior and Social Services, volunteers and Town of Canton Community members.

**Objective:** The intent of this focus group was to obtain the perceptions of Senior and Social Services from those that had participated in programs, accessed services or had volunteered and are intimately familiar with the staff, programs and facilities. Areas that were probed included satisfaction with services, coordination of services, gaps in coverage, and future needs.

#### **Feedback Highlights:**

- Canton Senior and Social Services is considered primarily a Senior Center and the community is generally not aware of the social services offered.
- For those in need, Social Services provides life changing support to help them through difficult times.
- The director and staff are doing a great job and need additional staff. In particular, to manage routine programs while the director is handling crisis situations.
- Facilities are great for providing meals and with additional staff more frequent meals and better availability of food for those in need could be made available.
- People are reluctant to ask for help and consequently focus should be placed on outreach and promotion of services offered.
- There is a need in the community for more affordable housing.

#### **2. Community Partners Focus Group**

**Attendees:** The participants in the Community Partners Focus Group were leaders/practitioners from local Health and Human Services organizations which Senior and Social Services works with regularly. Claire Cote, the director of Senior and Social Services (the director) communicates with and is a resource for the participants. Their organizations will refer clients to one another based on their mission and expertise.

**Objective:** The intent of this focus group was to obtain the perceptions of Senior and Social Services from HHS professionals and experienced volunteer leaders operating in the Canton area. Areas that were probed included collaboration, coordination of services, gaps in coverage, and developing needs.

**Attachment VI**  
**Community Input (cont.)**

**Feedback Highlights:**

- Canton Senior and Social Services is considered primarily a Senior Center and the community is generally not aware of the social services offered.
- The director is considered a community resource by this group of professionals and there is a concern that there is a lack of staff and infrastructure in place.
- The responsiveness of the director is great and there is generally a good collaborative working relationship with the various organizations.
- Coordination of services between organizations is good and referrals made by Senior and Social Services include background info and insight.
- In general, people are reluctant to ask for help and consequently focus should be placed on outreach.
- Mental Health and Isolation are considered to be the most urgent problems in the future.

**Thought Leaders Workshop:**

**Attendees:** Community Thought Leaders, included leaders of town departments, members of town staff as well as community leaders and practitioners from local Health and Human Services organizations which Senior and Social Services works with regularly.

**Objective:** The intent of this workshop was to obtain the perceptions and insight of the participants regarding:

- Cultural elements of Senior and Social Services (Mission, Core Values, Guiding Principles)
- Strengths & weaknesses
- Current priorities
- Future vision and strategic focus areas

**Format & Logistics:** The workshop was held in the Community Room of the Community Center and was facilitated by Tom Gezo of TGBC Consulting. In advance of the workshop, participants completed a questionnaire on the topics (above) to prepare for the discussion. The meeting commenced at 2:00 pm on March 1, 2019 and lasted for approximately 4 hours. Claire Cote of Senior and Social Services kicked off the meeting and introductions. After introductions, Tom reviewed the consolidated feedback with the participants. Further discussion engaged the entire group and some of the topics were discussed in small groups with debrief. At the conclusion of the meeting, participants self-selected groups by focus area and brainstormed ideas and goals for the strategic plan.

## **Attachment VI** **Community Input (cont.)**

### **Discussion Highlights:**

#### **Demographics:**

- Growth was higher in the 2003-2005 prior to the current period of slow growth.
- Because Canton is an affluent (although less affluent than surrounding towns), educated area, things look good on the outside leaving those with issues to feel isolated and ashamed. Youth can be dealing with psychological and substance abuse and need attention. The young and the elderly are generally well looked after but not those in between can fall through the cracks. The average overdose age is 40.
- There is a transient nature to town residents. People move to the area for our schools, especially those with special needs, then leave afterwards because of taxes and housing costs. The town needs more affordable and smaller housing and nearby jobs for those out of school who aren't making high salaries or started families yet as well as seniors.

#### **Culture**

- Mission statement is too wordy and needs to be simplified. The last sentence is sufficient and some of the other statements could go under values or guiding principles.
- There should be a laser focus on mission to avoid duplication of services and “scope creep”.

#### **Strengths and Weaknesses**

- The more successful the department becomes in meeting people's needs and the more that people become aware of the many services, the demands on the department will increase. In essence, the department becomes a victim of its own success, more demand but perhaps not enough funding to support it.
- Opportunities:
  - It is good to have the library close to Social Services. Many people partake of both.
  - Partnerships with local businesses.
- Weaknesses/Risks:
  - There is a prevailing sentiment that social services is a one woman show and as such there is a potential single point of failure. There is a clear need to build supporting infrastructure.
  - Budget constraints, grand list shrinking and growth slow down, regionalization, need for housing for “evacuees” in the event of severe storms.
  - Canton Youth Services Bureau is all volunteers.

**Attachment VI**  
**Community Input (cont.)**

**Short Term Priorities**

- Need to separate and sort Senior vs. Social Services.
- Focus on isolation as well as mental health issues, addiction, and recovery services.
- Veterans also need attention.
- More collaboration: Favarh has affordable housing soon to be available and will work with Claire.
- While there is a strong interest in expanding transportation, data needs to be provided to justify the need.

**Long Term Vision and Goals**

- There is a gap between Youth/Family and Senior Services which can be difficult for those in “middle age” which needs to be addressed. It was noted that those in their 40’s have been most dramatically impacted by the opioid crisis.
- Canton Youth Services Bureau is currently comprised of all volunteer members who are doing a great service for the community. Consequently, there is a need for social workers on the town staff to reduce dependence on the volunteer services. Most, if not all, local towns have paid staff for this important work.
- Regionalization for the most part is not expected to be beneficial for our town, only in some small respects.
- Focus locally should be on delivery.
- Regionalization for platform and infrastructure sharing.
- Look out for duplication of services with other departments.
- Consider possibility of hiring someone to do marketing.

**Focus Areas Brainstorming Highlights:****Community Outreach and Engagement:**

- Increase awareness of services to community users and local businesses for referral.
- Identify champions (community organizations and businesses) to connect.
- Define services provided and match with other providers.
- Develop a marketing plan - identify a public relations officer.

**Attachment VI**  
**Community Input (cont.)**

**Transportation:**

- Utilize Favahr vans on weekends or Cherry Brooks' for non-emergency medical transportation.
  - Would require enough volunteers to manage.
  - Need to increase the availability of medical and non-medical transport.
- Establish/increase shuttle for non-medical trips.
- Increase collaboration with surrounding towns to utilize resources for many local trips vs. one trip.
- Increase/Improve sidewalks for scooters and bikes.
- Are there sponsorship Opportunities?

**Collaboration:**

- Work directly with other organizations (e.g. VFW).
- Focus on areas that don't have a pre-existing organization (swim in our own lane).
- Identify what resources already exist and what we do better than others.
- Create a community calendar.
- Match up department priorities with public and private organizations within a 10-mile radius to identify collaboration opportunities.
- Establish a formal structure and hold regular meetings with collaborating organizations, community partners.

**Wellness:**

- Canton Youth and Family Services should be a paid position rather than just volunteers.
- Build a culture of wellness through networking of services.
- A "Gate keeper" type of program which enables community members to keep watch for signs of difficulty for seniors and home bound residents.
- Business Sponsored Community or Block parties to improve community and connections.
- Develop broad goals and identify gaps.
- Identify and Encourage community interactions.
  - Those in their 20's and empty nesters.
  - Face to face.
  - Publicize volunteer opportunities.