



Budget Engagement Commission

City of Arts & Innovation

TO: HONORABLE COMMISSIONERS **DATE: JULY 10, 2025**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT **WARD: ALL**

SUBJECT: UPDATE ON MEASURE Z FUNDING ALLOCATED FOR SENIOR AND INDIVIDUALS WITH DISABILITY PROGRAMS

ISSUE:

That the Budget Engagement Commission receive an update on the Measure Z funding allocated to seniors and individuals with disabilities under the Parks, Recreation, and Community Services Department.

RECOMMENDATIONS:

That the Budget Engagement Commission receive and file an update on the Measure Z funding allocated to seniors and individuals with disabilities under the Parks, Recreation and Community Services Department.

BACKGROUND:

In alignment with the City's strategic goals to promote equity and accessibility in public services, on March 14, 2024, the Budget Engagement Committee (BEC) recommended to add a specific line item to the Measure Z spending plan for seniors and disabled programming for the FY 2024-2026 biennial budget. An allocation of \$500,000 in Measure Z funds to support and expand programs tailored to seniors and individuals with disabilities was allocated and approved by City Council in June 2024.

This report outlines how the funds have been utilized to date, highlights key outcomes, and identifies future steps to ensure continued impact.

The allocated funds were strategically invested in two primary areas. First, a Recreation Services Coordinator was hired to focus exclusively on adaptive recreation programs. The implementation and growth of adaptive recreation offerings provided inclusive, enriching experiences for individuals with disabilities. Second, the department expanded its senior social programming to help reduce isolation and improve quality of life.

In May 2025, the Budget Office recommended a more conservative spending strategy for both the General Fund and Measure Z, in response to a decline in sales tax revenue growth. As part of this approach, the Measure Z allocation for senior and disabled services was reduced by \$220,000. These funds had not yet been committed to specific programs, as staffing constraints

limited the department's ability to implement new initiatives. Existing programs and services were not affected by the reduction.

DISCUSSION:

In its first year, staff strategically utilized \$280,000 of available funds to implement innovative and enhanced programs for seniors and individuals with disabilities also known as adaptive recreation programs. The department is transitioning to the more inclusive and strengths-based term "Adaptive Recreation." This terminology better reflects the department's commitment to providing accessible, engaging, and empowering programs that focus on individuals' abilities rather than limitations. The shift aligns with industry standards and promotes a more respectful and person-centered approach to recreation services.

One of the key Senior Programming efforts was the launch of the *Eldertainment Series*, a new initiative created to provide consistent and engaging social experiences across multiple senior centers. Each event featured interactive activities, meals or snacks, and entertainment all aimed at bringing seniors together in a warm, inclusive environment. Some highlights of the series included *Jazz and Java*, a *Senior Luau and Dinner Dance*, a *Summer Concert*, and *Karaoke Nights*. These events not only offered fun and enjoyment but also created meaningful opportunities for seniors to stay active, build friendships, and enjoy dedicated social time. All programs were intentionally designed to support mental well-being, reduce social isolation, and strengthen community connections. As a result, over 3500 seniors were served through these efforts.

Led by the new Recreation Services Coordinator funded through Measure Z, a series of innovative and adaptive recreation programs were launched for summer 2025 serving over 1,000 participants. These included Adaptive Summer Camps for children and adults with disabilities, Life Skills Workshops for individuals aged 17–35, Adaptive Dance and Swim Classes for youth and adults, and Friendship Fridays – a bi-weekly social program aimed at helping young adults develop friendships and grow their social networks. The Friendly Stars Excursion Program was also introduced, with its first outing being a group trip to a UCR Basketball game. An adaptive sports component is in development, with partnerships currently being formed with Palms to Pines, Romeo and Friends, Riverside County Behavioral Health, Special Olympics and many more.

Programs funded through Measure Z have made a tangible difference in the lives of participants and their families. Seniors and individuals with disabilities have reported feeling more included, connected, and empowered. Families and caregivers have praised the diversity, quality, and consistency of the offerings. Moreover, the initiative has significantly enhanced PRCSO's ability to equitably serve all members of the Riverside community.

To maintain momentum and deepen impact, PRCSO will continue and expand successful programming, guided by community feedback gathered through surveys and community meetings. Currently, the department is establishing an internal Senior Master Plan Committee to guide the expansion of services and programs for seniors utilizing the Inland Coalition on Aging – The Inland Empire Master Plan for Aging. Adaptive Recreation will continue to strengthen partnerships with local organizations, schools, and service providers. Efforts will also be made to increase transportation access for disabled participants by leveraging the City of Riverside's Special Transit program, Riverside Connect.

STRATEGIC PLAN ALIGNMENT:

The funding requests align with the **Arts, Culture, and Recreation Strategic Priority**, and contribute to **Strategic Goal 1.3** by expanding access to inclusive programming that supports seniors and individuals with disabilities.

This action aligns with each of the **Cross-Cutting Threads** as follows:

1. **Community Trust** – Programs for seniors and individuals with disabilities build trust by demonstrating the City’s commitment to supporting all populations through inclusive, enriching, and accessible services.
2. **Equity** – These programs ensure equitable access to services by offering no- or low-cost opportunities tailored to seniors and individuals with disabilities. The City’s efforts help eliminate barriers to participation and promote inclusion across all community centers.
3. **Fiscal Responsibility** – Investing in preventative, community-based programming reduces the need for more intensive social services in the future by promoting wellness, socialization, and independence among vulnerable populations.
4. **Innovation** – Programming reflects modern, adaptive approaches to recreation by addressing evolving community needs, including specialized programs, life skills development, and adaptive recreation services.
5. **Sustainability & Resiliency** – Programs create long-term value by improving quality of life, promoting mental health, and building a more connected and resilient community that supports aging and disabled populations through inclusive public services.

FISCAL IMPACT:

There is no fiscal impact to receive and file the update.

The FY 2025/26 budget includes a \$500,000 allocation for seniors and individuals with disabilities. Annual allocations of \$500,000 are projected in the Measure Z Spending plan for future years and are subject to approval by the City Council during budget adoption for those fiscal years.

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Approved by:	Kris Martinez, Assistant City Manager
Approved as to form:	Rebecca McKee-Reimbold, Interim City Attorney

Attachments:

1. Presentations