



**AREA AGENCY ON AGING
FOR SANTA CRUZ AND SAN BENITO COUNTIES**
Committed to maximizing the health and independence of seniors since 1979

**2020-24
AREA PLAN ON AGING
2023-24 UPDATE**

**PLANNING AND SERVICE AREA 13
Santa Cruz and San Benito Counties**

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OVERVIEW OF THE AREA AGENCY ON AGING

WHAT IS THE AREA AGENCY ON AGING?

For over 40 years, the Seniors Council has been the designated Area Agency on Aging (AAA) for Santa Cruz and San Benito Counties, part of a network of 33 such agencies in California. So what does an Area Agency on Aging do?

- **Assess** the needs of seniors.
- **Advocate** at the local and state level for the needs of seniors.
- **Provide visible leadership** on senior issues in the community by monitoring and evaluating and commenting, or providing technical support on issues affecting seniors.
- **Plan for services** for the more than 85,000 seniors (age 60+) and their caregivers in Santa Cruz and San Benito Counties, and ensure that all senior services are well-coordinated.
- **Receive and allocate Older Americans Act funding and Health Insurance Counseling and Advocacy Program funds in our two-county planning region.** During Program Year 2022-23 these funds totaled more \$2.6 million. Nearly all program funding contracted out to local service providers. *(Funding amount includes only ongoing Area Plan funding, and does not include COVID response or other limited term funding)*
- **Receive and allocate AAA COVID response funding, including American Rescue Plan Act**
- **Ensure that AAA-funded programs provide quality, efficient, effective services** that meet all OAA program and regulatory requirements and service delivery methods.
- **Ensure that the senior service delivery network is well-coordinated.**
- **Monitor emerging needs and support the development of innovative programs**

WHO DO WE SERVE?

- **In general, Older Americans Act programs are available to those age 60 or older.** Some programs, such as Family Caregiver Support are available to those under 60.
- Programs are available to all seniors, but the Older Americans Act requires that **services are targeted to those in greatest economic and social need.**
- **More than half of clients receiving meals through our nutrition programs reported incomes at or below the federal poverty level.**

The California Department of Aging estimates that in 2022, the 60+ population is:*

Santa Cruz County: 72,021 persons age 60 or older with 16,158 age 75+

San Benito County: 13,452 persons age 60 or older with 2,101 age 75+

**Source: 2023 California Department of Finance Population Projections.*

THE AREA AGENCY ON AGING PLANNING AND CONTRACT CYCLE



➔ ASSESSING LOCAL NEEDS

The federal Older Americans Act required the establishment of local Area Agencies on Aging. **Local planning allows areas to tailor program funding to the unique needs and resources in each area. Every four years, the AAA conducts a senior needs assessment survey, which is the foundation of the planning process.** It also provides an important opportunity for seniors to participate directly in the planning process, and for their voices to be heard. Some issues identified can be addressed with program funding, while others become advocacy priorities.

The survey was conducted in 2019, and nearly 900 seniors completed and returned during the survey. The top 10 self-identified needs identified were, in order:

1. Maintaining Home/Yard Work
2. Doing Housework
3. Understanding Medicare/Medi-Cal
4. Paying for dental care
5. Paying for Help in My Home if I Need It
6. Finding Reliable Help if I Need it
7. Feeling Sad or Depressed
8. Feeling Lonely or Isolated
9. No money saved for emergencies*
10. Paying for Healthcare Costs mortgage or rent

These needs and others identified in the senior needs assessment survey, are incorporated into our planning, requests for proposals as well as local and state advocacy efforts. **Beginning in June, 2023, the AAA will be participating in a first-ever statewide senior needs assessment survey conducted by the California Department of Aging.** This will allow a uniform collection of data across the state and provide a valuable tool for tracking needs by locally, within our two county PSA and allow us to compare data and trends with other areas and statewide.

➔ DEVELOPING THE AREA PLAN ON AGING

We then prepare the 4-year Area Plan on Aging for submittal to the California Department on Aging. The plan outlines our goals and what services that will be provided with the federal and state program funds that the AAA receives and contracts for. The Area Plan has specific regulatory requirements and formats, and while it will include AAA-related Master Plan for Aging elements, it is distinct from MPA local plans and playbooks. It also highlights the AAA's unique role in providing advocacy and leadership on senior issues and ensuring a well-coordinated senior service delivery network. The Plan and its annual updates are submitted to the California Department of Aging for review and approval. **This update will be the final one for this plan and during 2023-24, the 2024-28 Area Plan will be developed.**

➡ ALLOCATING FUNDS

The funding for Area Agency on Aging programs originates at the federal level with the Older Americans Act, and is augmented by state matching funds. These funds come in specific service categories. **AAA's are also required to obtain local matching funds,** these local funds are critical to service delivery. Typically, Area Agency on Aging services are put out to bid every four years and 2020-21 would have been the final year of the 4-year funding cycle for AAA-contractors.

However, due to the COVID emergency, AAA's were granted the authority to extend contracts for an additional year and provider contracts were extended through June 30, 2022. The AAA then completed a Request for Proposals for services for a 2022-25 Contract Cycle. Approved service providers were awarded funds on a 3-year funding cycle to bring the contract cycle back in alignment. Contracts are one-year renewable contracts, pending funding availability and provided that the provider remains in good standing with contract terms. **Contracted providers have just completed the first year of this 3-year contract cycle.**

➡ ENSURING QUALITY & ACCOUNTABILITY

The AAA is regulated and monitored by the California Department of Aging, and overseen by an AAA Advisory Council which includes representatives from each county's Board of Supervisors and City Councils from both counties, and by the Seniors Council Board of Directors. Services provided by the AAA and its contracted services providers must fully comply with state and federal requirements for Older Americans Act programs, including a requirement to target services to seniors in greatest need, which includes low-income and ethnic minority seniors. All contracted providers receive ongoing desk monitoring, technical support as needed, and on site visits at least every two years. Nutrition programs receive annual onsite monitoring and quarterly reviews.

RESPONDING TO UNPRECEDENTED CHALLENGES

After the devastating CZU Lightning Complex fires, navigating three years of the COVID-19 pandemic, and experiencing major flooding and damage from the 2023 winter storms and levee breach in Pajaro, the AAA and its contracted service provider network continue to rise to the occasion as we move towards full reopening of services. The AAA service provider network and the senior service delivery network as whole has truly been put to the test during these challenging times. Through the use of both time-tested service models and innovative modifications our network continues to provide high quality, essential services to seniors in Santa Cruz and San Benito Counties. We are proud to support this network of dedicated service providers. We will continue to be here for seniors as we transition out of these challenging times and into the future.

PROPOSED CHANGES FOR 2023-24 AREA PLAN UPDATE

2023-24 FUNDING: Funding awards for 2022-23 Area Plan contract funds have not been released at this time. As the COVID-related relief funding begins winds down, AAA's will also begin receiving additional new temporary State funds. This will be multi-year funding as part of the Older Californians Act Modernization plan. Specific details of this funding process have not yet been released.

2023-24 SERVICE DELIVERY: Proposed service units for ongoing Older Americans Act programs will be modified as needed with the finalization of Area Plan funding awards from the Department of Aging. If funding is increased or decreased, service units will be renegotiated with contracted service providers if necessary. All services provided with COVID relief funding are not included in the Area Plan and are tracked and reported separately.

2023-24 GOALS AND OBJECTIVES:

- No changes to existing objectives.
- New objectives added; 3.3.3 and 4.1.1
- Proposed revisions to existing objectives are in **blue**.
- Objectives funded with Direct Service Coordination funds are indicated with "C"

PRIORITIES FOR THE AREA AGENCY ON AGING IN 2023-24

- **Continue efforts to preserve the Live Oak Senior Center** as key focal point for senior services in Santa Cruz County
- **Monitor new and emerging needs.** Promote the 2023 California Department of Aging statewide senior survey and its results.
- **Develop the 2024-28 Area Plan on Aging**
- **Complete the transition to safe reopening of all AAA-funded services**
- **Begin implementation of Older Californians Act Modernization** multi-year State funding.
- **Promote equity and inclusion** in all facets of service delivery.
- **Engage in the planning of, and provide expertise to, the development of local playbooks** for the **Master Plan for Aging**.
- **Provide expertise and technical support** for local projects related to senior issues.
- **Monitor proposals or legislation affecting seniors** and coordinate advocacy efforts as needed.
- **Provide support to the AAA contracted service provider network** to ensure a **sustainable and viable service delivery system of high quality, proven programs** that support the greatest level of autonomy and independence for seniors.

2023-24 AREA PLAN UPDATE NARRATIVE GOALS AND OBJECTIVES

GOAL 1: VISIBLE LEADERSHIP. The AAA will provide visible leadership and effective advocacy to promote the needs of seniors and caregivers. (see also Goal 4: Master Plan for Aging/Age Friendly Communities)

Rationale: The AAA is mandated to be a visible leader and advocate in the community on issues relating to seniors. The need to continue to educate elected officials and the public about the growth of the senior population, the needs of seniors in the PSA and advocacy for funding for senior programs continues to be a top priority.

Objectives funded with Title IIIB Direct Service funding for Program Development or Coordination are indicated with a "PD" or "C." These objectives are limited in scope and must be approved by the California Department of Aging.

Objectives

1.1 State leadership on senior issues. The AAA Executive Director will continue to work with former members of the State Master Plan on Aging Workgroup to share opportunities for improving OAA and non-OAA services and service delivery as well as identify unique equitable opportunities for older Californians to thrive and age in place. Measurement: State funding will be allocated that addresses objectives of the Master Plan for Aging 7/1/23-6/30/24 **C**
Status: Continued

1.2 Local leadership on senior issues. The AAA Executive Director will provide local leadership to educate and inform elected officials and the public about current and emerging issues affecting seniors, including, impacts of COVID-19 on seniors and the service delivery system and updated senior demographics for the PSA. Measurement: increased awareness about the needs of seniors in the PSA. 7/1/23-6/30/24 *Status: Continued*

1.3 Age Friendly California. The AAA Executive Director will continue work at the State level on both the Master Plan on Aging's Age Friendly workgroup to promote the State becoming Age Friendly. Measurement: participation in Master Plan on Aging Age Friendly workgroup. 7/1/22-6/30/23 *Status: Complete*

1.4 Local Age Friendly Planning. The AAA Executive Director, and key staff, will engage in local efforts in the PSA to create Age Friendly communities in Santa Cruz and San Benito Counties, providing local expertise and planning support as appropriate, with a goal of a coordinated planning effort. Measurement: number of trainings, informational meetings and jurisdictions taking action to commit to Age Friendly/Livable Communities Projects. 7/1/23-6/30/24 *Status: Continued* **C**

1.5 Local advocacy and engagement. The Seniors Council Advocacy Committee will develop a legislative platform, identify local advocacy priorities and through advocacy alerts and updates on the Seniors Council website, promote civic engagement. Measurement: approved legislative platform, increased web visits to Seniors Council advocacy page. 7/1/23-6/30/24 *Status: Continued*

1.6 Active participation on local commissions and committees. The AAA Executive Director and key staff will actively participate on local committees and commissions including the Human Care Alliance, Santa Cruz County Seniors Commission, San Benito County Aging and Long Term Care Commission, Santa Cruz County RTC's Elderly and Disabled Transportation Advisory Committee and San Benito County Social Services Transportation Advisory Committee. Measurement: regular attendance and participation at these meetings. 7/1/23-6/30/24 *Status: Continued*

1.7 COVID Response and Transitioning of Services. The AAA Executive Director will continue to lead local efforts, including regular meetings with local leaders and the Aging and Disability Service Provider Group to maintain a coordinated service delivery **system**. Efforts will focus on the safe delivery of services during the transition **to reopening**. The effort may also include development of new programs, partners and projects. Measurement: documentation of coordinated planning **and communication within the service delivery network**. 7/1/23-6/30/24 *Status: Revised* **C**

2020-24 AREA PLAN DRAFT NARRATIVE GOALS AND OBJECTIVES

GOAL 2: ENSURE THE PROVISION OF HIGH QUALITY SERVICES THAT PROMOTE OPTIMAL WELL-BEING AND INDEPENDENCE. Provide resources and services that promote optimal well-being and are efficient, effective and delivered through a well-coordinated service network.

Rationale: A key function of the AAA is to oversee the contracting and service delivery process for program funding. During the contracting process, the AAA ensures that services are delivered by providers that meet all contract and regulatory requirements, and that services are delivered in an efficient and effective manner, in accordance with all mandates and applicable regulations.

Objectives:

2.1 Contracts and Allocations. AAA staff will ensure that AAA service delivery funds are allocated appropriately in accordance with the mandates and requirements of the AAA's Area Plan Contract with the California Department of Aging and all applicable regulations. During 2021-22, the AAA completed the 2022-25 Requests for Proposals. During 2022-23, the AAA **began** the first year of the 3-year 2022-25 Service Provider Contract Cycle. Contracted providers **were** awarded one-year contracts, renewable annually up to two times, provided contractor remains in good standing and availability of funding. Measurement: Successful execution of AAA service provider funding contracts for the **2023-24** program year.

7/1/23-6/30/24

Status: Revised

2.2 Program Monitoring/Compliance. AAA program and fiscal staff will ensure that AAA-funded services are efficient, effective and high quality, and meet all contract and regulatory requirements. All service providers will receive ongoing fiscal and program desk monitoring, annual risk assessments and, **at a minimum**, on-site monitoring every two years with nutrition providers receiving **the required** annual onsite monitoring. Measurement: completion of ongoing contract and fiscal performance monitoring and site visits and technical support as needed. 7/1/23-6/30/24

Status: Continued

2.3 Quality Services, Measurable Results. In accordance with the service unit plan outlined in this Area Plan, the AAA will ensure the effective provision of services of Title IIIB Supportive Services, Title IIIC Nutrition Programs, Title IIID Health Promotion, Title IIIE Family Caregiver Support Program, Long Term Care Ombudsman, Title VIII Elder Abuse Prevention Program and Falls Prevention, as well as the Health Insurance Counseling and Advocacy Program.

Expected outcome is provision of services that meets program service delivery requirements and that service targets contained in the Service Unit Plan and are delivered safely during the transition to reopening. Measurement: Documentation of ongoing service performance.

7/1/23-6/30/24

Status: Continued

2.4 Services Targeted to Those in Greatest Need. In accordance with the Older Americans Act, all AAA-funded service providers will be required by policy and contract language to target services to those in greatest economic and social need including low-income, ethnic minority seniors and the recognition of HIV positive seniors as a new population included in greatest social need. Measurement: client data reporting 7/1/23-6/30/24

Status: Continued

2.5 Ensure a coordinated service delivery network. The AAA Executive Director will convene monthly meetings of Aging and Disability Service Providers to ensure a high level of coordination and information sharing beyond the AAA-contracted network. Non-AAA contracted providers include: the, the Central Coast Center for Independent Living, Health Projects Center/MSSP/Caregiver Resource Center, the Cabrillo College Stroke Center, Elderday Adult Day Health Care, Grey Bears Brown Bag Program and Village Santa Cruz. *As part of the efforts to develop a coordinated network, a plan to develop a Santa Cruz County ADRC will be explored.* Measurement: coordinated response and sharing of information and best practices for reopening procedures *and a plan Santa Cruz County ADRC will be explored*
7/1/23-6/30/24 *Status: Continuing C*

2.6 Coordinate with organizations beyond the traditional AAA network such as senior center directors, healthcare providers, Parks and Recreation Departments and others to encourage new partnerships and collaborations. Focus during 2023-24 will be senior center directors meetings and building relationships with healthcare providers such as Kaiser and the Central California Alliance for Health. Measurement: production of educational materials and webinars that educate and improve the health of older adults and persons with disabilities.
7/1/23-6/30/24 *Status: Revised C*

2020-24 AREA PLAN DRAFT NARRATIVE GOALS AND OBJECTIVES

GOAL 3: ENSURE ACCESS TO INFORMATION, BENEFITS AND PROTECTION OF RIGHTS FOR COMMUNITY LIVING SENIORS, CAREGIVERS AND RESIDENTS OF FACILITIES

Rationale: Access to information about services is the foundation of the service delivery system. Seniors and their caregivers must have accurate information about available services and benefits in order to access services and ensure that the rights of seniors are protected.

Objectives

3.1 Information & Assistance Through the provision of Title IIIB and Title III E information and assistance services by AAA contracted providers in both counties, the public will have access to accurate, up-to-date information about senior programs and services. Services will be available by phone, through agency web pages and via agency-developed resource guides. In San Benito County, services will be well coordinated with ADRC services. Measurement: achievement of service unit targets, distribution of resource guides and maintenance of websites. 7/1/23-6/30/24 *Status: Continuing*

3.2 ADRC San Benito County. After the successful transition of the San Benito County Aging and Disability Resource Connection (ADRC) from “emerging” to “designated” status by the Department of Aging, the AAA Executive Director and Special Projects Coordinator, in collaboration with Jovenes de Antaño and the Central Coast Independent Living Center, and the San Benito County Aging and Long Term Care Commission will continue their work to expand and enhance the “no wrong door” system in San Benito County for seniors and persons with disabilities. Measurement: increasing utilization of the ADRC for seniors and persons with disabilities 7/1/23-6/30/24 *Status: Continuing*

3.3 Maintain and support key focal points for senior services.

3.3.1 Working with key partners including County Supervisors, senior service providers, state legislators and other partners, the AAA Executive Director will continue efforts to preserve the Live Oak Senior Center, potentially slated to be converted to teacher housing, as a designated focal point for key AAA services including Information and Assistance, HICAP, the senior nutrition program and as a senior dining site. Measurement: Maintenance of the key focal point for senior services in the Greater Santa Cruz Area 7/1/23-6/30/24 *Status: Continuing* C

3.3.2 The AAA Executive Director will actively participate in the City of Watsonville Senior Center/Community Program workgroup to address new, ongoing and emerging issues and services to support older adults living in the City of Watsonville and surrounding South Santa Cruz County areas. Measurement: improved coordination and continued strengthening of this key focal point for senior services and expanded opportunities for engagement for seniors. 7/1/23-6/30/24 *Status: Continuing*

3.3.3 The AAA Executive Director and other key AAA staff will provide support and technical assistance to Jovenes de Antaño, the designated focal point for senior service delivery in San Benito County, as they transition to new executive leadership. Staff will also engage with the San Juan Bautista Senior Organizing Committee to ensure that any efforts to expand non-AAA senior services are well-coordinated. 7/1/23-6/30/24 Status: New

3.4 Legal Assistance. Through a contract with Senior Citizens Legal Services, seniors in Santa Cruz and San Benito Counties will have access to free, high quality Legal Assistance for issues such as benefits eligibility, consumer and housing issues. Measurement: program monitoring and achievement of service unit targets 7/1/23-6/30/24 Status: Continued

3.5 Ombudsman. Through a contract with Advocacy, Inc. the Long Term Care Ombudsman Program will provide facility-placed residents advocacy and rights protection, complaint investigation and resolution. It will also offer education, information and referrals to the community and facility staff as mandated by law Measurement: achievement of program benchmarks. 7/1/23-6/30/24 Status: Continued

3.6 Elder Abuse Prevention. Through a contract with Advocacy Inc., Title VII Elder Abuse Prevention activities will result in greater awareness about elder abuse, including identifying and preventing elder/dependent adult abuse. Services may include: public education sessions, trainings for professionals or caregivers and support to develop a coordinated system for elder abuse prevention. Measurement: achievement of benchmarks in service unit plan. 7/1/23-6/30/24 Status: Continued

3.7 HICAP Through a contract with Senior Network Services Health Insurance Counseling and Advocacy (HICAP) program, Medicare and Medicare-eligible seniors will receive accurate information about Medicare enrollment, benefits and supplemental insurance options. Funds provided by the Medicare Improvements for Patients and Providers Act (MIPPA) will support HICAP to do targeted outreach to Medicare beneficiaries about the Low Income Subsidies and the Medicare Savings Program. Measurement: achievement of established benchmarks 7/1/23-6/30/24 Status: Continued

3.8 Project SCOUT/Tax Assistance. The AAA will, through use of direct service Title IIIB funds, provide support to Project SCOUT to provide free tax assistance to seniors by IRS-trained volunteers, ensuring that seniors receive accurate tax assistance while actively engaging and coordinating with local partners such as local credit unions, United Way and Community Ventures. Expected outcome is completion of accurate tax returns, including any refunds, and assistance with late filing as needed and maximum program impact through local coordination of efforts and expansion of service delivery to San Benito County. Measurement: number of returns completed, total dollar amount of refunds and number of late filings prepared. 7/1/23-6/30/234 Status: Continued

3.9 Senior Farmers Market Vouchers. The AAA Registered Dietitian will oversee the distribution of Senior Farmers Market vouchers to qualifying seniors at senior market days in summer, 2023. Seniors will benefit from increased access to fresh fruits and vegetables. Measurement: distribution of vouchers qualifying seniors. 7/1/23-6/30/24 Status: Continued

2020-24 AREA PLAN DRAFT NARRATIVE GOALS AND OBJECTIVES

GOAL 4: MASTER PLAN FOR AGING AND AGE-FRIENDLY, LIVABLE COMMUNITIES. The AAA will actively participate in the development of local playbooks for the Master Plan for Aging and Age Friendly Communities efforts in the PSA.

Rationale: Providing programs and supports that empower seniors to remain as healthy, independent and engaged in their communities to the greatest extent possible is the core mission of Area Agencies on Aging. [In addition to the existing AAA needs assessment requirement, both the Master Plan for Aging and Age Friendly Communities](#) provide a way to ensure that the needs of seniors are included in local planning processes. A recent survey by AARP found that ¾ of survey respondents expressed a desire to stay in their current residence as long as possible.

4.1 Active engagement in the development of local playbooks for Master Plan for Aging.

The AAA Executive Director and key staff will actively engage in efforts to development local playbooks with specific objectives for the Master Plan for Aging. In Santa Cruz County, staff will actively engage with the County's MPA workgroup. In San Benito County, AAA staff will support the formation of, and participate in, a MPA workgroup to develop a local playbook.

Measurement: development of local playbooks with specific objectives for local implementation of the Master Plan for Aging 7/1/23-6/30/24 Status: Continuing C

[4.1.1 As part of the development of local playbooks for the Master Plan on Aging, the AAA will convene an MPA "Solutions Summit" in Santa Cruz County to bring community leaders, advocates and the public together to develop recommendations for local objectives for each of the five goals of the MPA. A similar event will be planned for San Benito County. 7/1/23-6/30/24](#)
Status: New

4.2 Reduce senior loneliness and isolation Building on prior years work, AAA staff will continue efforts to coordinate local efforts to reduce senior loneliness and isolation. During 2023-24, the AAA, in coordination with the San Benito County ADRC, will complete implementation of the Department of Aging's CHAT program, providing no-cost iPads and internet connectivity to low-income, isolated seniors. [AAA staff will also oversee the distribution of a total of 150 additional iPads through the State's Digital Connections Initiative in Santa Cruz and San Benito Counties .](#) Measurement: Completed distribution of iPads provided through the Department of Aging's CHAT and Digital Connections initiatives. 7/1/23-6/30/24
Status: Revised

4.3 Develop tools to help bridge the digital divide. In coordination with the CHAT program, partner with local counties and the Foster Grandparent/Senior Companion Program to bridge the digital divide with equipment, training and connectivity. Measurement: improved access to the internet for isolated seniors. 7/1/22-6/30/23 Status: Complete

4.4 Expand options for minor home repairs and yardwork. Home and yard maintenance ranked as the #1 need in the AAA senior survey. The COVID pandemic halted the delivery of minor home repair services **for the past several years**. During **2023-24**, the AAA will support efforts to strengthen the program through volunteer recruitment and promotion of the service as reopening gets underway. AAA staff will also promote the importance of assistance with minor home maintenance and yard work and modifications such as installation of grab bars and hand rails as an important and highly cost-effective methods to support senior's ability to remain safely independent in their homes. Title IIIB funded services will be coordinated with AAA Falls Prevention program efforts in the PSA. Measurement: number of seniors served and number of Title IIIB minor home modifications reported through NAPIS reporting. *7/1/23-6/30/24*
Status: Continuing

4.5 Improve awareness and access to resources about Falls Prevention. Building on work done in 2021-22, through a grant from the California Department of Aging, the AAA Special Projects Director will continue **to ensure the provision of falls prevention services through the completion of current funding in December, 2023**. Components of the program will include an expanded awareness campaign, in home assessments and **use of** grant funds to purchase equipment **and complete** modifications such as installation of grab bars and hand rails. **Services will be coordinated** with the Seniors Council in-house emergency response devices program, Companion for Life. **Services will continue in 2024 if additional funding is available**. Measurement: successful completion of CDA Falls Prevention grant objectives. *7/1/23-6/30/24*
Status: Revised

4.6 Provide Health Promotion Programs: Through the use of Title IIID Health Promotion funds, the AAA will support the provision of evidence-based classes, with a focus on programs that reduce the risk of falls and improve health and well-being. During 2023-24 **services** will continue transitioning to in person service delivery. Programs planned to be offered may include Matter of Balance, Tai Chi for Falls Prevention, Enhance Fitness and Bingocize. Measurement: number of volunteers trained and class sessions provided with Title IIID funding. *7/1/23-6/30/24* *Status: Revised*

4.7 Promote and Expand Opportunities for Senior Volunteerism and Engagement. The AAA Executive Director, **in partnership with the Volunteer Center**, will promote civic engagement and volunteerism by seniors and encourage its contracted service providers and the Aging and Disability Provider Network to offer meaningful opportunities for seniors to participate in, and contribute to program operations. AAA funding will support a number of programs that utilize trained senior volunteers to provide services including: tax preparation, Ombudsmen services, minor home modifications, assistance at senior dining centers, delivery of home-delivered meals, and HICAP counseling. The agency will seek funding to develop coordinated efforts to enhance volunteer recruitment and other opportunities in San Benito County Expanded opportunities will be created through projects related to reducing senior loneliness and isolation. **As guidelines for new State Older Californians Act Modernization program funding is released, it is the intention of the AAA to support efforts to develop a Volunteer Center in San Benito County to promote volunteerism and coordinate recruitment and placement of volunteers**. Measurement: increased opportunities for senior volunteerism and engagement and development of a volunteer program in San Benito County. *7/1/23-6/30/24*

4.8 Promote the need for improved access to affordable, reliable in-home help. Help with housework was identified as the #2 need, paying for help in the home #5 and finding reliable help #6. AAA staff will use the needs assessment survey results to promote the growing need for reliable, affordable in-home help. Measurement: Expansion of opportunities for seniors to access affordable, reliable in-home help. 7/1/22-6/30/23 Status: Complete

4.9 Local Disaster Preparedness. The AAA will continue to monitor the safe reopening of senior services, including regular updates at monthly Aging and Disability Service Provider meetings. After experiencing devastating fires, the COVID pandemic and major flooding, AAA staff will also continue to support efforts for coordinated disaster preparedness efforts for fire, flood and earthquakes and planned power shut-offs and advocate for disaster planning to be included as a domain in all Age Friendly planning. Measurement: Participation in local efforts and successful inclusion of disaster preparedness in Age Friendly planning. 7/1/23-6/30/24 Status: Continued

2023-24 CONTRACTED SERVICE PROVIDERS AND SERVICES

SERVING SANTA CRUZ COUNTY ONLY

COMMUNITY BRIDGES

Meals at Senior Dining Sites
Transportation to Meal Sites

SENIOR NETWORK SERVICES

Information and Assistance
Case Management
Visiting
Family Caregiver Support Program

FAMILY SERVICE AGENCY

Peer Counseling and Friendly Visiting

VOLUNTEER CENTER

Helping Hands Senior Home Repair

SERVING SAN BENITO COUNTY ONLY

JOVENES DE ANTAÑO

Information and Assistance
Case Management
Family Caregiver Support Program

Home-delivered Meals
Meals at Senior Dining Sites
Transportation to Senior Dining Sites

SERVING BOTH SANTA CRUZ AND SAN BENITO COUNTIES

ADVOCACY, INC.

Ombudsman & Elder Abuse Prevention

SENIOR CITIZENS LEGAL SERVICES

Legal Assistance

SENIOR NETWORK SERVICES

Health Insurance Counseling and Advocacy Program (HICAP) only

AREA AGENCY ON AGING DIRECT SERVICES

Project SCOUT Tax Assistance
Title IIID Health Promotion Activities
Outreach/Senior Farmer's Market Voucher Distribution
Approved Program Development & Coordination Activities

**note: AAA Direct Services utilize less than 3% of available service funding*

SENIORS COUNCIL/AREA AGENCY ON AGING SANTA CRUZ & SAN BENITO COUNTIES
2023-24 ESTIMATED SERVICES BASED ON CURRENT YEAR FUNDING
 AREA PLAN FUNDING ONLY

TITLE III OLDER AMERICANS ACT	UNIT OF SERVICE	TOTAL UNITS
IIIB SUPPORTIVE SERVICES		
Case Management	hour	350
Mealsite Transportation	one-way trip	18,000
Legal Assistance	hour	5,400
Information & Assistance	contact	13,000
Outreach/Sr Farmers Market*	contact	500
Peer Counseling	hour	440
Personal Affairs Assistance*	contact	500
Residential Repairs/Minor Home Modification	repair	150
Visiting	hour	450
TITLE IIIC MEAL PROGRAMS		
C1: Home-Delivered Meals	meal	150,000
C2: Congregate Meals	meal	27,000
Nutrition Ed *	contact	2,800
TITLE IIID HEALTH PROMOTION		
Matter of Balance *	session attendance	600
Additional programs under review	session attendance	TBD
TITLE IIIE FAMILY CAREGIVER SUPPORT		
Support Services	hour	730
Respite Care	hour	1,850
Access Assistance	I&A/outreach	2,075
Information Services	presentations/publications	48
Supplemental Services	registry/adaptive devices	305
OMBUDSMAN/ELDER ABUSE PREVENTION <i>Targets developed by CDA</i>		
HEALTH INS. COUNSELING & ADVOCACY <i>Targets developed by CMS/CDA</i>		

*direct service of AAA