



**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

2021-22 UPDATE SUMMARY REPORT

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

DRAFT

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Written questions or comments on the draft must be received by April 23
and should be addressed to Patty Talbott, AAA Planner at pattyt@seniorscouncil.org.

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 81,000 seniors (age 60+) 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 2020-21 these funds totaled more \$2 million.** Nearly all program funding contracted out to local service providers.
- **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,** during 2020-21 this included coordinating and overseeing any COVID-related service delivery modifications and innovative programs such as grocery shopper services.

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 Act 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 2021, the 60+ population is:*

Santa Cruz County: 67,628 persons age 60 or older with 17,484 age 75+

San Benito County: 13,594 persons age 60 or older with 3,737 age 75+

*Source: 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.

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.

➡ DEVELOPING A PLAN

We then prepare the 4-year Area Plan on Aging for submittal to the California Department on Aging. **The plan outlines what our goals are and what services that will be provided with the federal and state program funds.** 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. The 2021-22 program year will be the second year of the four-year Area Plan.

➡ 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, the California Department of Aging granted AAA's the

authority to extend contracts for an additional year. Therefore, current provider contracts will be extended through June 30, 2022. During Program Year 2021-22, the AAA will complete a Request for Proposals for services for the next funding cycle. Approved service providers will be awarded funds on a 4-year funding cycle, with one-year renewable contracts, pending funding availability and provided that the provider remains in good standing with contract terms.

➡ **ENSURING QUALITY & ACCOUNTABILITY**

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. The AAA is regulated and monitored by the California Department of Aging, by a publicly-appointed AAA Advisory Council and by the Seniors Council Board of Directors.

RESPONDING TO UNPRECEDENTED CHALLENGES

The COVID pandemic literally changed the landscape of senior service delivery overnight. From the lockdowns of nursing homes, care facilities and congregate living, to closures of congregate dining sites, business shut downs and stay at home orders all thrust many seniors and other at risk populations into immediate isolation. The disconnection from essential services, family and friends and familiar routines had profound impacts.

As senior programs quickly pivoted to new service models, they also struggled with the challenges of implementing new workspace and business practices to keep staff and volunteers safe. Many programs rely heavily on volunteers for their operations, most of whom are seniors themselves. A decrease in available volunteers combined with increased demand for services such as meals created many challenges for service delivery. And for the first time in its history, Ombudsman staff and volunteers were locked out of facilities, losing the ability to do much-needed visitation and facility monitoring when residents were at their most vulnerable.

As providers were struggling to meet all of these challenges, **the CZU Lightning Complex fires** in Santa Cruz County destroyed over 900 homes, displacing thousands of residents and burning tens of thousands of acres. Service providers worked diligently to track their most vulnerable participants to ensure their safety and provide services when possible.

The AAA service provider network rises to the occasion. The AAA service provider network and the senior service delivery network as whole was truly 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 through the pandemic and into the future.

PROPOSED CHANGES FOR 2021-22 AREA PLAN UPDATE

2021-22 FUNDING: Funding awards for 2021-22 have not yet been released. At this time, we have not received confirmation of any changes to funding levels for Older Americans Act Programs from 2020-21 levels.

2021-22 SERVICE DELIVERY: Proposed service units for Older Americans Act programs will be relatively unchanged. If funding is increased or decreased, service units will be renegotiated with contracted service providers if necessary. **During the COVID pandemic, additional services funded by federal relief funds must be tracked and reported separately and are therefore not reflected in the Area Plan.**

2021-22 GOALS AND OBJECTIVES:

- No changes are proposed to the four goals.
- Proposed revisions to existing objectives are in blue.

PRIORITIES FOR THE AREA AGENCY ON AGING IN 2021-22

- Continue to monitor the changing landscape of service delivery during the COVID pandemic and ensure safe delivery of AAA-funded services with modifications as approved as communities move towards reopening.
- Ensure effective distribution and use of additional COVID response funding.
- Promote **equity and inclusion** in all facets of service delivery.
- Provide **visible leadership** at the State level as a member of the **State Master Plan on Aging Steering Committee** and with continued advocacy in Sacramento, providing testimony on senior funding issues as needed.
- Provide **expertise and technical support** for local projects related to senior issues.
- Continue work towards implementation of **an Aging and Disability Resource Connection in San Benito County.**
- Provide effective falls prevention services including Matter of Balance classes, in home assessments and availability of locally-provided emergency response systems.
- Monitor proposals or legislation affecting seniors and coordinate advocacy efforts as needed.
- Provide **support 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.
- Conduct a **Requests for Proposal** process for the next funding cycle.
- **Monitor new and emerging needs.**

2021-22 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.

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.

NOTE: Objectives marked with a "PD" (Program Development) or "C" (Coordination) are funded in part by direct service Title IIIB funds. This is an allowable use of funds, but only for when the specific objectives are approved by the Department of Aging during Area Plan review.

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 Steering Committee 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: by participating in workgroups and policy work on issues such as Loneliness and Isolation and the Digital Divide, the Executive Director will **work cooperatively towards local and statewide implementation.** 7/1/21-6/30/22 **C**

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. 7/1/21-6/30/22

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.
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 an Age Friendly Santa Cruz County, providing local expertise and planning support as appropriate, with a goal of a coordinated planning effort. A similar effort will be explored for San Benito County and its two cities. The intended result is that representatives from cities and counties in the PSA will attend trainings, informational meetings and take action to consider joining Age Friendly/Livable Communities efforts. Measurement: number of trainings, informational meetings and jurisdictions taking action to commit to Age Friendly/Livable Communities Projects. 7/1/21-6/30/22 **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. 7/1/21-6/30/22

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, San Benito County Social Services Transportation Advisory Committee. Measurement: regular attendance and participation at these meetings. 7/1/21-6/30/22

1.7 COVID Response and Transitioning of Services. The AAA Executive Director will continue to lead local efforts, including regular meetings with State and local leaders and the Aging and Disability Service Provider Group to maintain a coordinated response and efficient use of funding for COVID-19 activities, and, as reopening begins, ensure that providers receive accurate and timely information to ensure a safe transition. The effort may include the development of new programs, partners and projects. Measurement: documentation of coordinated planning and response. 7/1/21-6/30/22 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. [Due to the COVID pandemic, the AAA received approval from the Department of Aging to extend current contracts for an additional year.](#) During 2021-22 the AAA will conduct an RFP for the 2022-26 Funding and Contract Cycle. Measurement: Successful completion and funding awards for the 2022-26 funding cycle. 7/1/21-6/30/22

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 on-site monitoring every two years. Measurement: completion of ongoing service and fiscal performance monitor and site visits and technical support as needed. 7/1/21-6/30/22

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 and the Medicare Improvements for Patients and Providers Act (MIPPA) funding. Expected outcome is provision of services that meets program service delivery requirements and service targets contained in the Service Unit Plan [and are delivered safely during COVID 19 restrictions and the transition to reopening.](#) Measurement: Documentation of ongoing service performance. 7/1/21-6/30/22

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. Measurement: client data reporting 7/1/21-6/30/22

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. A particular area of focus during 2021-22 will be the sharing of state and local guidance and best practices for safe service delivery and transitions to reopening. Measurement: coordinated response and sharing of best practices for safe service delivery, innovative service models and procedures for reopening of services. 7/1/21-6/30/22 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. Building on work begun in 2020-21, the AAA Executive Director and key staff will continue a partnership of health promotion webinars with Kaiser Permanente and the Santa Cruz Warriors and regular meetings with local senior center directors. Measurement: at least six meetings of senior center directors and local health providers, such as Kaiser and at least six webinars will be convened. 7/1/21-6/30/22 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. Measurement: achievement of service unit targets, distribution of resource guides and maintenance of websites. 7/1/21-6/30/22

3.2 ADRC San Benito County. With a grant provided from the Department of Aging, the AAA Executive Director and Special Projects Coordinator, in collaboration with Jovenes de Antaño and the Central Coast Living Center, and the San Benito County Aging and Long Term Care Commission, will **open and actively expand the operations of a “no wrong door” single point of entry San Benito County Aging and Disability Resource Center** for seniors and persons with disabilities. Measurement: transition of San Benito County ADRC from emerging to full ADRC status. 7/1/21-6/30/22 **PD**

3.3 Maintain and support key focal points for senior services.

3.3.1 **With progress largely stalled during 2020-21 due to the COVID pandemic,** the AAA Executive Director will **renew efforts to work with County Supervisors, senior service providers, state legislators and other partners to protect the status of Live Oak Senior Center, a community focal point housing key AAA services which is proposed to be converted to housing, and advocate to preserve this center for senior programs.** Measurement: Maintenance of a key focal point for senior services in the Greater Santa Cruz Area
7/1/21-6/30/22 **C**

3.3.2 **Building on work begun in 2020-21 the AAA Executive Director will actively participate in the newly formed City of Watsonville Senior Center/Community Program workgroup to address new (COVID 19), 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. 7/1/21-6/30/22 **C**

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 7/1/21-6/30/22

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. Focus during 2021-22 will be increasing safe access to residents for Ombudsman staff and volunteers and family members during COVID-19 transitions to-reopening. Measurement: achievement of program benchmarks and successful initiatives during COVID-19 to increase access to residents. 7/1/21-6/30/22

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 7/1/21-6/30/22

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 7/1/21-6/30/22

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 preparation to the greatest extent possible with safe service modifications which 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. Measurement: number of returns completed, total dollar amount of refunds and number of late filings prepared. 7/1/21-6/30/22

3.9 Senior Farmers Market Vouchers. Providing that it is safe and allowable to do so and vouchers are made available, the AAA RD will oversee the distribution of Senior Farmers Market vouchers to qualifying seniors at senior market days in summer, 2022. Seniors will benefit from increased access to fresh fruits and vegetables. Measurement: distribution of vouchers qualifying seniors. 7/1/21-6/30/22

3.10 LGBT Diversity Training. As part of ongoing efforts to ensure equity and inclusion, the AAA will provide LGBT cultural competency training for contracted service providers and the aging and disability service provider network. Measurement: completion of training session 7/1/21-6/30/22

2020-24 AREA PLAN DRAFT NARRATIVE GOALS AND OBJECTIVES

GOAL 4: AGE-FRIENDLY, LIVABLE COMMUNITIES. The AAA will promote the creation of, and coordinate the planning process for, Age-Friendly communities that support senior's ability to age in place and engage in their communities to the greatest degree possible.

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. 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 Reduce senior loneliness and isolation AAA staff, building on prior years work of the Seniors Council/AAA Loneliness and Isolation Workgroup, will continue to coordinate local efforts to reduce senior loneliness and isolation. During 2021-22, AAA Executive Director will work locally with AAA-funded providers and community partners including senior center program staff at Loudon Nelson Center in Santa Cruz and Watsonville Senior Center, Village Santa Cruz, California Grey Bears Brown Bag Program, Health Projects Center, Santa Cruz Museum of Art and History, Elderday Adult Day Health Care, Santa Cruz Police Department's You Are Not Alone Program and Kaiser Permanente, and with the Department of Aging and other AAA's to develop programs and strategies to combat loneliness and isolation: Measurement: During 2021-22 the AAA will partner with agencies listed above to develop a plan to increase awareness and reduce senior loneliness, connecting with traditionally isolated populations, including those in rural settings, the LGBT community and ethnic populations in Santa Cruz and San Benito Counties. 7/1/21-6/30/22 C

4.2 Develop tools to help bridge the digital divide. Collaborate with the AAA-funded providers and the Loneliness and Isolation Workgroup, including community partners such as senior center program staff at Loudon Nelson Center in Santa Cruz and Watsonville Senior Center, Village Santa Cruz, California Grey Bears Brown Bag Program, Health Projects Center, Santa Cruz Museum of Art and History, Elderday Adult Day Health Care, Santa Cruz Police Department's You Are Not Alone Program and Kaiser Permanente to bridge the digital divide and increase opportunities for connection, training and engagement. Develop a coordinated technology plan and assessment tool(s) to assess older adults for social isolation. A grant received from the Santa Cruz Community Foundation will support this effort. Measurement: development of increased access to technology and number of older adults provided with equipment, training and connectivity. 7/1/21-6/30/22 C

4.3 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 during much of 2020-21 due to both COVID restrictions and heavy reliance on senior volunteers. During 2021-22, 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. Services will be coordinated with local Falls Prevention program efforts. Measurement: number of seniors served and number of minor home modifications during 2021-22. 7/1/21-6/30/22

4.4 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 the development of a falls prevention program. Components of the program will include an expanded awareness campaign, in home assessments completed safely and as reopening allows, grant funds to purchase equipment for modifications such as installation of grab bars and hand rails and coordination with the Seniors Council in-house emergency response devices program, Companion for Life. Measurement: successful completion of CDA Falls Prevention grant objectives. 7/1/21-6/30/22

4.5 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 programs that reduce the risk of falls and improve health and well being. Classes will be available both virtually and in-person when safe to do so, During 2021-22 focus will be on increasing trained volunteers for both virtual and in person service delivery. Programs planned to be offered include Matter of Balance, Tai Chi for Arthritis and Active Choices. Measurement: number of volunteers trained and sessions provided with Title IIID funding. 7/1/21-6/30/22

4.6 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. Measurement: increased opportunities for senior volunteerism and engagement. 7/1/21-6/30/22

4.7 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. The COVID pandemic delayed progress on this objective, efforts will be renewed in 2022. Measurement: Expansion of opportunities for seniors to access affordable, reliable in-home help. 7/1/21-6/30/22

4.8 Local Disaster Preparedness. During 2020-21, the AAA played a key role in COVID-19 response, coordinating communication, information sharing and best practices for safe service delivery and innovative service models at monthly Aging and Disability Service Provider Meetings. The AAA Executive Director attended key meetings with County Health staff in both counties as needed, such as the development of local Great Plates Delivered Programs. The Aging and Disability Service Provider meetings also provided a key forum for sharing information and resources during the Santa Cruz County fires of Fall, 2020. In addition to ongoing COVID response and reopening efforts, 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.

7/1/21-6/30/22

2021-22 CONTRACTED SERVICE PROVIDERS

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/In-Home Assessment
Family Caregiver Support Program

Family Service Agency

Peer Counseling and Friendly Visiting
Independent Living Skills Training

Volunteer Center

Helping Hands Home Repair Program

SERVING SAN BENITO COUNTY ONLY

Jovenes de Antaño

Information and Assistance
Home-delivered Meals
Meals at Senior Dining Sites

Family Caregiver Support Program
Case Management
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)

Vista Center for the Blind and Visually Impaired

Comprehensive Assessment

AREA AGENCY ON AGING DIRECT SERVICES

Project SCOUT Tax Assistance (Santa Cruz County only)

Health Promotion Activities- Tai Chi for Arthritis, Matter of Balance

Outreach/Senior Farmer's Market Voucher Distribution

Program Development & Coordination Activities

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