SENIORS COUNCIL BOARD OF DIRECTORS

Thursday, August 17, 2023

10 a.m. – 12 Noon

Join Zoom Meeting
https://us02web.zoom.us/j/81931049538

Meeting ID: 819 3104 9538
One tap mobile
+12532158782,81931049538# US (Tacoma)

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AGENDA

10 a.m. 1. Welcome, Call to Order and Introductions

2. Additions & Deletions to the Agenda

3. Receive Announcements from Board Members

4. Comments from Members of the Public on Items Not on the Agenda

5. CONSENT AGENDA
   Approve minutes of July 2023 Board Meeting

10:15 6. Committee Reports
   1. Finance Committee

234 Santa Cruz Avenue • Aptos, California 95003    www.seniorscouncil.org
PHONE: AAA – (831) 688-0400 • FG/SCP – (831) 475-0816 • SCOUT – 1-877-373-8297 • FAX: (831) 688-1225
SUPPORTED BY FEDERAL, STATE & LOCAL GOVERNMENTS, FOUNDATIONS, THE UNITED WAYS OF MONTEREY, SAN BENITO, & SANTA CRUZ COUNTIES & YOUR PRIVATE DONATIONS
2. Nominating & Board Development
3. Advocacy Committee
   a. Live Oak Senior Center
   b. CORE Update
   c. California Senior Legislature Report
4. Executive Committee

10:45  7. Personnel Policy Updates –
       1. Cell Phone Reimbursement Policy Adoption

10:55

11:00  8. Executive Director’s Report
       1. Falls Prevention Program Update
       2. Audits and Program Monitoring
       3. Master Plan for Aging
       4. State & Community Activities

11:20  9. Program Reports (written)
       1. Area Agency on Aging & ADRC
       2. Project SCOUT
       3. Foster Grandparent/Senior Companion Program

11:40  10. Miscellaneous Correspondence & Other Items

11:55  Adjourn

Next Meeting:

Thursday September 21, 2023  10 a.m. – 12 Noon
Questions, Clarifications or Additional Information:

If you have a question or wish clarification or additional information about any agenda item or attached materials, please telephone Seniors Council Executive Director Clay Kempf at 688-0400 ext. 115 before the meeting. If you get voicemail, please leave a detailed message so that a response can be made.

Distribution of Materials:

If you have information to share with members of the Board, a table or other suitable space will be provided on which you may make it available. It is the wish of the Executive Committee that meetings not be disrupted by distribution of paperwork or other items.

Accessibility:

This organization attempts to make meeting content understandable in languages other than English. All Meeting rooms are accessible for people with disabilities. If you wish to discuss reasonable modifications or accommodations for language or disability, please contact the Seniors Council office at 688-0400 at least 48 hours before the meeting.

Seniors Council Mission Statement

It is the mission of the Seniors Council to enable older persons to function with independence and dignity in their homes and in the community to their fullest capacity.

Area Agency on Aging Mission

To provide leadership in addressing issues that relate to older Californians; to develop community-based systems of care that provide services which support independence within California’s interdependent society, and which protect the quality of life of older persons and persons with functional impairment; and to promote citizen involvement in the planning and delivery of services.
SENIORS COUNCIL BOARD OF DIRECTORS
(Held by Zoom in accordance with COVID-19 social distancing requirements, with Hybrid Option)
July 20, 2023

MINUTES

BOARD MEMBERS PRESENT:
Wayne Norton (Secretary); Pam Arnberger (President); Jane Schwickerath (Vice President); Gwen Yeo; Barbara Kaiser (Treasurer); Antonio Rivas; Creighton Mendivil

BOARD MEMBERS EXCUSED:
Steven Matzie; Cathy Cress; Mark Trabing; Tami Aviles; Mickie Luna

STAFF PRESENT:
Clay Kempf (Seniors Council Executive Director); Britt Bassoni (Seniors Council ADRC Director); Hilary Minugh (Seniors Council Fiscal Specialist); Leanne Oliveira (Seniors Council ADRC Coordinator); Zach Johnson (Seniors Council Administrative Services Officer); Cathy Colvard (Seniors Council Fiscal Officer)

OTHERS PRESENT:
Darren Daley (Meals on Wheels); Lisa Berkowitz (Meals on Wheels)

1. Welcome, Call to Order and Introductions
Call to order at 10:05 AM.

2. Additions & Deletions to the Agenda
Jane thanked Wayne again and welcomed Pam as new President.

3. Receive Announcements from Board Members
Antonio invited everyone to Watsonville Senior Center Prom at City Community Room, Saturday Oct. 7, 2-6 PM. Asked for nominees for recognizing service to community/organization. August 1 will be Night Out in Senior Village; Antonio asked for volunteers to help out, setup a table, literature handouts. Strawberry Festival will also be coming in August. Jane asked who is hosting; Antonio said Prom is by Watsonville Senior Center & City Senior Committee; Night Out is by Felipe Hernandez, County Supervisor; Strawberry Festival is Watsonville Parks & Rec. Wayne reported that he and Clay met with group in San Juan Bautista regarding the Villages. Antonio and Wayne both attended swearing-in of Robert Rivas as Speaker of Assembly.
4. **Comments from Members of the Public on Items Not on the Agenda**
Lisa introduced incoming Director of MOW Darren Daley. Also, last week had intergenerational activity at Watsonville Senior Center. Darren introduced himself, gave an update on Live Oak Senior Center plans. Described his goals for the future: increasing participation at congregate dining. Antonio invited Darren to visit WSC and attend City Committee meeting.

5. **CONSENT AGENDA**
MOTION, to approve minutes of the June 2023 Board meeting, NORTON/RIVAS, PASSED.

6. **Committee Reports**

**Finance Committee** – Incoming Treasurer Barbara Kaiser said we have been fortunate to get good funding so far and during COVID, but reminded Board members to make their contributions as well, which helps with grants and other requests.

Hilary described efforts to move accounts from Comerica to Santa Cruz County Bank. Pam and Jane need to complete form to finish transfer.

FGP/SCP account being added requires Board minutes showing Board decision on who would be signers. Stipend hourly rate increased so may now exceed $2000 limit. Solution A: more than one signer. Solution B: raise limit on what requires two checks. Barbara suggested we table until Finance Committee. Wayne asked if Pam, as President, can appoint someone. Hilary replied that to be a signer the bank requires all personal information. Gwen volunteered to be a signer. Pam said Wayne might be easier choice based on location. Hilary clarified that Jane is on main account but not stipend; stipend account will be Pam, Creighton, and Gwen. MOTION, to add Gwen as a new signer and to raise limit to $3,000, KAISER/NORTON, PASSED.

**Nominating & Board Development** – Pam said we had reached out to Gray Bears and new Executive Director has been attending. Now one of their board members, Rachael Katz, has asked for and been sent application info.

**Advocacy Committee**
1. **Live Oak Senior Center** – Lisa gave a recap on progress with Live Oak School District negotiations since last June. As of June 28, lease has been extended to August 31 based on Community Bridges accepting cost of repairs, ongoing maintenance, and a 5% rent increase, with anticipated action by LOSD Board. Jane asked for end date of extended lease, Lisa replied June 2025. Wayne asked if CB Board has approved the plan. Lisa replied there has been no formal vote yet, but full agreement. Clay said we are still working to reopen the meal site at LOSC. Has not replied to requests from reporters to maintain peaceful relationship for now. Wayne asked if LOSD has given up on bond, Lisa replied they have moved into pre-planning property anticipating bond passage. Additional discussion of plans.

2. **Senior Action Plan for 2023-24, AKA Campaign to Elevate Investment in Older Adults** – Referred to pages 6.1+ Clay gave a summary of previous Candidate Forums. Looking for partnership with senior meal program. Asking all Board members to attend.

Clay also described plans to make one-on-one appointments with elected officials in teams of 2-4 members, using Senior Fact Sheet as guide.

Clay gave a recap and described plans for upcoming Solutions Summits; incorporate upcoming needs assessments to determine local efforts in service of Master Plan for Aging, using follow-up workgroups.

Clay reminded the Board about high growth rates of older adult populations in both Counties (SB 3rd fastest, SC 1st).
Jane asked if it has been decided which county’s SS would be first, Clay replied we have not. Lisa said we should talk to providers about helping cover cost of printing Senior Fact Sheet in Sentinel. Wayne suggested Clay pitch story about growth rate to reporters in contact. Additional discussion about other community contacts, needs assessments.

3. CORE Updates – Describing SC County needs assessment, $200,000 vs $130,000 for Seniors Council. Some confusion about County’s objectives re: survey & MPA. County pushed Clay to have conversation with specific reporter about CORE funding. Antonio asked if Kimberly Peterson is involved in meetings, Clay replied she is not. Lisa asked if there has been discussion of carveouts for senior funding in next round, Clay replied there has not recently but still somewhat active topic.

4. California Senior Legislature Report – Clay applauded Antonio’s efforts so far as newest CSL representative. Antonio welcomed all suggestions for action at the state level, Executive Committee – Pam reported last meeting, covering evaluation for Executive Director; average 4.54 across scale.

7. Personnel Policy Updates
   1. Cell Phone Reimbursement Policy – Zach gave a summary; policy will allow employees who use personal phones for work to be reimbursed at a set rate. *No vote this round.*
   2. Travel/Lodging Reimbursement Policy Revision – Zach gave a summary; policy will modernize reimbursement rates and tie them to current US Govt. guidelines. MOTION, to approve the updated policy, RIVAS/NORTON, PASSED.

8. MI-2324-13 Contract Authorization (MIPPA/HICAP)
   Discussion of Medicare Improvement for Patients and Providers Act. MOTION, to approve contract, NORTON/KAISER. PASSED.

9. Executive Director’s Report
   1. Falls Prevention Program Update – continue to explore viability of program, indications that revenue not sufficient (~50% ending this calendar year). More details to come. Likely program will be closing, may be able to move some functions to partner programs.
   2. Audits and Program Monitoring – one corrective action plan pending, about 15 pages comprising 3 findings from Dept. of Aging. No findings in fiscal or Board or Advisory Council function. Minor findings with service providers re: language in request for contributions. Pending revision for provider grievance process. Third finding: minor change to contracted registered dietician’s job description. Patty is mostly done with this report.
   3. Master Plan for Aging – discussed throughout
   4. State & Community Activities – Proposed OAA revisions ongoing. No communication from ACL. Clay is part of a team splitting up the pages to provide feedback.

10. Program Reports (written) –
    Area Agency on Aging & ADRC – Britt has completed the new SB County Resource Guides in both English and Spanish. Britt also referred to written report in July packet. CHAT/DC Project has distributed 121 out of 130 devices, with six of the remaining earmarked. Next step will be transferring data plans to Affordable Connectivity Plan with $30 monthly vouchers. Ongoing effort
to coordinate provider processes. Leanne reported positive progress. Jane complimented the resource guide and the effort that went into it.

*Project SCOUT*

Foster Grandparent/Senior Companion Program – Gwen requested a special report on FGP/SCP progress to meeting goals for next meeting. Clay added that COVID has impacted volunteers; and that with the stipend increase, the number of slots has been reduced.

11. **Miscellaneous Correspondence & Other Items**

Creighton will be starting a new position, and may not be able to jump on quickly in the future. Clay said Jovenes has begun recruiting for Executive Director, asked for suggestions. Clay also announced Ed was absent while on honeymoon.

12. **Adjourn**

The meeting was adjourned at 12:01 PM.

Next Meeting: August 17, 2023 10 a.m. – 12 Noon
Minutes prepared by: Zachary Johnson
Date: 8-11-23

To: Area Agency on Aging Advisory Council
    Seniors Council Board of Directors

From: Clay Kempf, Executive Director

RE: Advocacy Committee Report

Due to a quirk in the calendar and the timing of the second Monday of the month, our Advocacy Committee has not met since last month’s Board & Advisory Council meetings. As a result, this month’s report is merely additional information on what was previously in your packet.

The Committee’s focus in July was to outline Advocacy Priorities for the coming 12 months (and beyond). Most of these ideas were generated at the June meeting, July expanded on those ideas and formalizing them into our new priorities. Informally, we titled this our:

Senior Action Plan for 2023
(aka Campaign to Elevate the Investment in Older Adults)

A. Candidate Forum
B. Visits to Elected Officials & Regular “State of Aging” updates
C. Solutions Summits
D. Sharing of Facts about Seniors & Senior Funding Trends

Additional Senior Action Plan Details

Candidate Forum – Our plan is to hold a candidate forum in Spring of 2024, involving the three Board of Supervisor races in Santa Cruz County. We’re hoping to return to a live (rather than virtual) forum, ideally following a senior luncheon to facilitate greater participation. This model was successfully used in 2020 for the San Benito County Supervisorial race, and we’re intending to follow that format.
Visits to Elected Officials & Regular “State of Aging” updates – Tuesday’s presentation before the Board of Supervisors in Santa Cruz County kicked off our public engagement of electeds. Wayne Norton and I are meeting today with California Speaker Robert Rivas’s staff, and we’ll be working with our service provider network and Board to build on these examples throughout the coming year.

Solutions Summits – Spring of 2024 is our targeted dates for convening Solutions Summits in both Santa Cruz & San Benito Counties as part of our Master Plan for Aging grant with the California Department of Aging. We’ll be forming a Planning Committee in the coming months to lead this effort and help convene the event.

Sharing of Facts about Seniors & Senior Funding Trends- Each of the three previous plan components are tools to use to not only increase awareness about older adults among policy makers and funders, but to elevate the investment in our services. For convenience, our 2023 Senior Fact Sheets are once again included in your Board Packets. Additional tools will be shared as they’re developed. Please use them whenever they’re helpful.
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| Total (186,235) | 6.3-3 |
Date: 8-10-23

To: Seniors Council Board of Directors

From: Clay Kempf, Executive Director

RE: Cell Phone Reimbursement Policy

Last month we discussed adopting the following Cell Phone Reimbursement Policy, but never took official action to approve it. Therefore, it is presented again this month for Board approval.

**DRAFT Personal Cell Phone Reimbursement Policy**

*Amend as Section IV.H.1 of Personnel Rules and Policies*

Employees who use a personal cell phone for activities related to duties assigned by Seniors Council are eligible for reimbursement. Employees must comply with the following requirements in order to be eligible:

- Device must be compatible with modern text and email services, and the employee’s work email account (name@seniorscouncil.org) must be connected to the device through an appropriate app.
- Device must be available for making and receiving calls, text, and emails during the employee’s normal working hours (i.e. switched on and in range of a reliable data connection).
- Device must be available to receive calls, texts, and emails via contact information that will be made publicly available (i.e. business cards, directory, etc.).
- Any personal usage during normal working hours must not interfere with employee’s ability to make and receive work-related calls and emails.

Employees who wish to receive this reimbursement must submit a written request (Form SRF_01 is available via the Seniors Council Shared Drive or upon request to HR) to their supervisor along with the most recent copy of the bill for the phone line for which they wish to be reimbursed (new lines must include date service was established). The supervisor will review the request and will either deny or forward it to the Executive Director for final approval. If approved by the Executive Director, reimbursement for personal cell phones or devices used for Seniors Council activities in...
accordance with the above will be a $55 monthly stipend. If the total bill for the requested line is less than $55, the amount on the bill shall be issued as the monthly stipend.

Employees who receive cell phone bill reimbursement may be required to submit copies of their total monthly bill, either regularly or upon request, at the supervisor’s discretion. If the employee wishes to discontinue using their personal device for work purposes, they must notify their supervisor immediately; in such a case the stipend for the current billing period will be pro-rated. The stipend may be cancelled at any time at the supervisor’s discretion if employee is not satisfying the requirements above.

While cell phones are a necessary convenience of the business world, the Seniors Council requires that employees follow all applicable state and federal laws and regulations for their own and others’ safety. Use of a cell phone or other device while driving is not permissible unless using a hands-free mode or car adapter. Employees will refrain from using any hands-on functions of the cell phone or device until they have pulled over and stopped in a safe location.

This policy does not cover phones or devices purchased by the Seniors Council to be used by an employee solely for work purposes outside the office. See Agency-Issued Cell Phone Policy (IV.H.2) for relevant information.

The Seniors Council reserves the right to amend or alter the terms of this policy.
Date: 8-10-23

To: Area Agency on Aging Advisory Council  
   Seniors Council Board of Directors

From: Clay Kempf, Executive Director

RE: Executive Directors August Report

AGENCY OPERATIONS
Carmen Flores’ hiring as the Foster Grandparent/Senior Companion Program Specialist fills our last remaining personnel vacancy. Carmen replaces Monica Alvarez, who was promoted to the position of FG/SC Program Coordinator, filling the role previously occupied by our current FG/SC Program Director, Cristina Bañuelos. Combined with the recent additions of Administrative Services Officer Zach Johnson and Project SCOUT Program Specialist Esmeralda Balderas, we no longer recruiting to fill any vacancies.

These staff additions are key in allowing all of us to settle into new roles and assignments and covering some of the added workloads experienced during the height of the COVID-19 pandemic, and in responding to continued growth in the population of older adults and their needs for services. Our services and those of our community partners continue to move towards historical norms as COVID threats lessen, while attempting to retain some of the creative service delivery models utilized in the last three years.

Speaking of COVID and pandemics, we’ll be looking at revising our COVID policy to coincide with guidelines from medical experts and public health departments, and possibly adjust the language so that it more broadly addresses pandemics in general rather than being COVID-19 specific.

Staff continue to review options for our unspent ARPA, OAAR, and upcoming Older Californians Act Modernization funds. Details are still being developed, but the priorities currently include the recruitment and coordination of volunteers; addressing emergency & disaster planning and response, including individual seniors and our own organization;
enhancing home repair efforts; retaining some falls prevention efforts by ourselves and/or our partners; and strengthening our ADRC operations and partners.

MASTER PLAN FOR AGING (MPA)
Alicia Morales, Director of Aging & Adult Services for Santa Cruz County and I made a presentation before the County Board of Supervisors this week. Alicia provided a nice overview of the challenges of serving older adults, and focused on Age-Friendly Communities, while I spoke more about Master Plan for Aging. The County has recently been approved as an AARP Age Friendly Project, with the City of Santa Cruz in the process of submitted a similar application. Already approved is the City of Watsonville. The Board of Supervisors are supportive of our efforts and expressed their appreciation.

The MPA continues to influence much of our work, not only in terms of the projects we take on, but by creating funding streams and program supports that we have never before experienced. Future reports will expand on those efforts and provide updates on our plans for local Solutions Summits and other related efforts.

I met with soon-to-be retired Teresa Sullivan this week, along with her successor, John McPherson. Teresa is Executive Director of Alliance on Aging, an organization located in Salinas that is similar in many ways to Senior Network Services. Alliance on Aging is another one of the fifteen organizations in California that received a Local Aging and Disability Action Planning Grant, so our discussion centered on comparing the strategies each of our organizations are using for the grant. We agreed to continue the dialogue, share ideas with each other, and take advantage of any opportunities to combine efforts.

Our Local Aging and Disability Action Planning Grant work plan (aka Master Plan for Aging local playbook development) has been finalized, but we’re still awaiting the receipt of a contract from the California Department of Aging. At the forefront of the grant effort will be holding Solutions Summits in each of our counties, with the breakout and workgroups focusing on the five goals of the MPA. We’re targeting Spring of 2024 for these events.

Also targeted for Spring of 2024 is a Santa Cruz County Board of Supervisors Candidate Forum. Discussions for both efforts are underway, and we’ll be expanding our planning groups to involve other agencies in the near future.

I continue to engage with the monthly meetings of the Master Plan for Aging Stakeholder Advisory Committee, a dynamic group that continues to raise important issues related to the goals of the MPA. One of the topics brought up in that group this month is the challenge of having adequate infrastructure to support short-term pilot projects, especially
in smaller or more rural communities. We want to discourage projects that don’t allow adequate time to hire and train staff and start up a program before the funding evaporates.

Meanwhile, two needs assessments are underway. Our traditional AAA needs assessment is being conducted this year as a statewide effort facilitated by the California Department of Aging, and is expected to start being distributed this month. The County of Santa Cruz is conducting their own needs assessment for older adults, allocating $200,000 to an independent firm to seek additional information to the state survey. The County effort includes several meetings per month with the consultant that we try to attend, and involves the creation of a separate steering committee that will also meet on a regular basis. The County is planning on using their survey as the vehicle to move local Age-Friendly Communities forward.

STATE & COMMUNITY ACTIVITIES
I’ve cut back on our statewide activities in the past year in order to address local topics and our own projects, including our planned use of some of the new state funds the previous advocacy efforts provide for us. Master Plan for Aging efforts continue, of course, and I also still participate in the Meals on Wheels of California Advocacy (MOWCA) Committee. MOWCA was instrumental in the recent decision by the state to extend OAAR funding to its original two-year timeline. No longer at the forefront are legislative efforts through the California Association of Area Agencies on Aging (C4A).

Local efforts continue, of course, including working with all of our partners on a variety of topics. These include topics previous reported; development of senior services in San Juan Bautista, including the consideration of a Villages Project; convening regular meetings of aging & disability service providers; participating in commissions and advisory committees in both counties; and, of course, interacting with our contracted service providers and organizations that partner with any of our five programs. These efforts are essential to our overall operations, and keep us at the forefront of new and emerging projects and funding opportunities. Having strength in our numbers and advocates assures our messages resonate more widely within our local communities. Equally as important is that all of our organizations learn from each other, and, whenever possible, avoid duplication of services.

Gary Byrne, Executive Director of the Community Foundation for San Benito County (CFFSBC) and I will be meeting next week to discuss our mutual goals in addressing the needs of older adults in San Benito County. The CFFSBC has prioritized youth, housing, and seniors in the current efforts, and Gary and I are following up on previous discussions of how we can augment each other’s efforts rather than duplicate them. Two major efforts will highlight our discussion; promoting and coordinating volunteers in the county, and
convening a Solutions Summit meeting of stakeholders and other parties to develop clear strategies to improve the quality of life of our aging population.
DATE: August 11, 2023

TO: AAA Advisory Council
Seniors Council Board of Directors

FROM: Patty Talbott, AAA Administrator

RE: Update on CDA Statewide Senior Needs Assessment Surveys

As we’ve been sharing with you, the California Department of Aging is conducting their first ever statewide randomized senior needs assessment on behalf of the 33 AAA’s. Historically this has been done by individual AAA’s using a format and methodology of their own choosing. Surveys are required on a four-year cycle, and this is the survey year, so CDA’s statewide survey will serve as the needs assessment for this cycle.

CDA contracted with Polco, a private survey company providing a variety of community surveys nationwide. They have already completed similar statewide senior needs surveys with this Survey of Older Adults for seven other states including New York. Polco and CDA are handling all of the logistics for this survey process, so we must follow their process.

Here is the process and key dates thus far:

- **July 17. Postcard notification to random survey participants.**
  3,650 postcards were mailed by Polco with CDA’s branding to a randomized sample of 55+ in our planning and service area (Santa Cruz and San Benito Counties, combined). Participants were informed participants that they had been selected to participate in the survey and that they would be receiving a survey packet in one week and were encouraged to complete and return it. Contact information for questions was provided. The postcard had information in English and 8 additional languages (Spanish, Vietnamese, Korean, Arabic, Tagalog, Hindi, Simplified Chinese, and Traditional Chinese).

- **July 24. Survey packets mailed to random survey participants.** Packets included both an online link and a paper survey in both English and Spanish, with access to other languages online. Pre-paid and addressed return envelopes were provided for returning paper surveys. Per Polco, “the random sample portion of the survey is the methodology we use to get you’re a respondent pool that is as representative as possible from your PSA.”

- **August 17 – August 28. Open participation survey period. Online only and as an addition to the random sample.** The survey link is different than for the random sample group and it can be promoted locally. The online survey is available in multiple languages through the pull down menu. The intent is to broaden the number of voices in the process.
• August 28. Survey period ends.

• October 23. Polco completes data analysis and report writing.
  Per Polco, "the mailed dataset is then combined with the online dataset to form a complete dataset. Results from the open participation effort are integrated with the random-sample responses to create an overall dataset. To do this we evaluate the representativeness of the open participation responses and we make statistical adjustments to ensure they would not skew the results (i.e., if the people we hear from in the open participation outreach are very different from the general population of older adults).

• October 28. Draft report distributed to CDA and AAA's.
The ADRC of San Benito County and the California Department on Aging (CDA) are offering an important opportunity to help build San Benito County local individual and organizational readiness, capacity, and strength across core competencies essential to the four main ADRC service functions:

- Enhanced Information and Referral Services
- Options Counseling
- Short-Term Service Coordination
- Transition Services

The training vendors providing these key learning opportunities were selected by CDA based on specific course availability and recommendations from local ADRCs, and these vendors are: Alliance of Information and Referral Systems, Boston University Center for Aging & Disability Education & Research, and Care Transitions Intervention.

We encourage our partners and collaborating agencies and organizations in San Benito County to take advantage of as many of these courses as possible that can be completed by September 2024. A count of the number of individuals for each training was sent to CDA on August 15th, per their request. If anyone knows of other interested individuals and/or organizations who may be interested and could benefit from these learning opportunities, please have them contact Britt Bassoni at brittb@seniorscouncil.org, or at (831) 688-0400 x113 so we can amend our count recently sent to CDA. After the training seats and vendors have been secured, the CDA-ADRC Bureau will reach out to our ADRC - - and then us to you - - to gather more detail about each learner and share the course sign up information.

The training options are as follows:

**Alliance of Information and Referral Systems (AIRS)**
AIRS provides a catalog of courses and webinars on emerging trends in the information and referral. AIRS offers three professional certifications in the field of I&R: Community Resource Specialist (CRS), Community Resource Specialist - Aging/Disability (CRS-AD), and Community Resource Specialist - Database Curator (CRS-DC), requiring a combination of education and experience working in the information and referral field.

There are two options with AIRS for each learner:

- Full subscription access to online content, certification review, and topical webinar content for 2024. (Courses and webinars each take about an hour to complete.)
- Certification testing in any of the three topics.

**Center for Aging & Disability Education & Research (CADER) through Boston University’s School of Social Work**
CADER provides interactive online content, including a comprehensive, five-course ADRC certificate program designed to enable those working in ADRCs to gain the knowledge and skills needed to meet the challenges of this changing system of service. This certificate focuses on the key skills needed to work in ADRCs, including Options Counseling to support individuals’ choice, self-determination, participation in utilizing a range of community resources and working with people who have mental health concerns. Each of these courses will take 3-4 hours to complete.
ADRC / No Wrong Door Key Principles Five Course Certificate
- A Guide to the Aging and Disability Networks
- Assessment with Older Adults and Persons with Disabilities
- Core Issues in Aging and Disabilities
- Mental Health Training in Options Counseling
  - Understanding Consumer Control Person-Centered Planning and Self Direction

Other courses related to ADRC partner functions.
- Care Management Course
- Care Transitions
- Working with Informal Caregivers

Care Transitions Intervention (CTI)
The Care Transitions Intervention® (CTI) is an evidence-based, short-term model that uses a whole-person approach to complement a care team by empowering the client to develop self-care skills and assume a more active role in their health. Transitions Coaches® work with clients and family caregivers with complex care needs to build and practice self-management skills to ensure their needs are met during the transition from hospital to home. A Transitions Coach® gets the time to understand, motivate, and explore what matters to the client by putting them in the driver’s seat. Together they navigate through personal skill development, taking charge of self-management tools, and gaining confidence in four key areas of health, known as the Four Pillars® (medication, primary care, personal health record, and knowing their warning signs).

Transitions Coach Full Training is a 20-hour commitment:
- Initial exploratory call to discuss organizational readiness for CTI model.
- Online training content prior to live course (3 hours)
  - Live virtual 16-hour course held every other month, usually M-Th, 8-12 noon.

The ADRC and fellow member organizations represented as a part of the San Benito County Aging and Long Term Care Commission participated in outreach and services and supports awareness tabling at the Hollister Farmers Market on July 19th. ADRC staff continue to be pleased with the participation of Aging and Long Term Care Commission membership partners from Seniors Council, Jovenes de Antaño, Central Coast Center for Independent Living, Senior Network Service’s HICAP Program, the Alzheimer’s Association, Health Project Center’s Del Mar Caregiver Resource Center, San Benito County HHSA, the Advocacy Inc.’s Long-Term Care Ombudsman Program, and Senior Legal Services at this community event. At the August 16th (later today!) Hollister Farmers Market, Seniors Council’s contracting nutritionist, Caren Dix, will be distributing Senior Farmers Market Nutrition Program (SFMNP) vouchers for fresh produce from local farms. Individuals must be 60+, and self-certify as “low-income.” Only one book of voucher coupons per household, please. So, look for Seniors Council’s table at the event, as well!

Distribution of the remaining Digital Connections iPad devices with broadband data plans should be completed by the end of the month. The ADRC of San Benito County led this outreach and distribution effort in San Benito County, and will continue to provide oversight and limited technical support, as well.
as providing FCC Affordable Connectivity Plan (ACP) enrollment support as State-provided broadband plans come to an end in December 2023. Britt Bassoni will provide similar support to participating individuals from Santa Cruz County, in his role as Special Projects Director for Seniors Council. Contractor Cyber Seniors has begun the process of reaching out to participating individuals to offer assistance with numerous aspects of tablet use and digital connectivity, including how to message and e-mail; signing up for on-line classes through a registration portal; on-line shopping; Zoom use; and the use of various social media apps and products. Assistance is being offered on-line via group training, as well as individually one-on-one by appointment with Cyber Seniors staff.

Asynchronous Person-Centered Case Management Certificate (6 courses, 24-hours) program training, through Boston University – Center for Aging & Disability Education and Research (BU-CADER), continues with five (5) individuals currently working toward certification.

ADRC Staff, leadership from the ADRC’s three core partners, as well as Philip Geiger, Chair of the San Benito County Aging and Long Term Care Commission are slated to meet with CDA – ADRC Bureau Staff on August 23, 2023, at the ADRC hub site in Hollister, to review our ADRC project to date, and to answer any questions CDA has of us. We are told that this is not a monitoring visit, but instead is being called a program review, to create an opportunity for individual project dialogue regarding partnership development and sustainability planning, challenges, successes, and other topics of mutual interest and/or concern.

ADRC and Seniors Council Staff continue with initial planning discussions and timeline development for our Local Aging & Disability Action Planning (LADAP) Grant to develop a local action plan in support of the State’s Master Plan on Aging (MPA). We are still looking at beginning to convene local Solution Summit provider and community input events in early 2024, with partnership outreach and additional planning discussions leading up to the New Year. There has been some encouraging interest from other provider-stakeholders, and we will continue to share updates, as well as the selected dates of the Solution Summit events as soon as they are known.

ADRC Staff, along with Seniors Council Staff, also continue to have discussions around the development of a volunteer services support program in San Benito County, dedicated to the recruitment, retention, training, and support of local volunteers - - of any age - - working to meet the needs of older adults and individuals living with disability. This is an exciting project, with the potential of being able to support numerous local programs with trained, dedicated, and essential volunteers for the delivery of high-quality senior and disability services in the not-so-distant future, and for years to come. Currently, we are working to gather information and engage with local experts, such as staff at the Volunteer Center of Santa Cruz, as well as with the Community Foundation for San Benito County, in an effort to understand area needs and resources better, and to help inform how we might best leverage local capacity and interest in developing a program that works and can continue to evolve to meet local needs.

ADRC Staff and Core and Extended NWD Partners continue distribution of our newly revised for FY23/24 ADRC of San Benito County Aging & Disability Resources Directories, in both English and Spanish. The spiral-bound guides are intended to help make access to and navigation of local aging and disability service supports easier and more efficient. There is also a digital and 24-hour accessible version of the directory - - in both languages - - available at www.sanbenitoadrc.org/resource-directory/. Please contact Leanne Oliveira at leanneo@seniorscouncil.org, or Britt Bassoni at brittb@seniorscouncil.org for individual or bulk copies for distribution within your organization or for future outreach events.
PROJECT SCOUT
End of JULY 2023 Report

Project SCOUT continued providing free tax and CalFresh services to low-income seniors, families, and individuals in Santa Cruz and San Benito Counties.

VITA/TCE and CalFresh sites (all by appointment).


TUESDAYS: Aptos Project SCOUT Office VITA/CalFresh

TUESDAYS: La Manzana Community Resources (Watsonville) VITA

WEDNESDAYS: Highlands Park Senior Center (Ben Lomond) TCE

WEDNESDAYS: Watsonville Project SCOUT Office @ Watsonville Senior Center TCE/CalFresh

WEDNESDAYS: Watsonville Public Library VITA

FRIDAY: Jovenes de Antano (Hollister) TCE (No clients requesting services this month).

SATURDAY: Santa Cruz Public Library VITA

Project SCOUT End of JULY Tax Production Totals

Project SCOUT Volunteer Income Tax Assistance (VITA, all ages) Tax Preparation Total:
- Number of Federal returns prepared – 1062
- Dollar Amount of Federal refunds – $933,375.00
- Dollar Amount of State refunds – $214,044.00
- Dollar Amount of EITC Claimed – $309,576.00
- ITIN Count – 28

Project SCOUT Tax Counseling for the Elderly (TCE, 60 and over) Tax Preparation Total:
- Number of Federal returns prepared – 507
- Dollar Amount of Federal refunds – $260,544.00
- Dollar Amount of State refunds – $105,619.00
- Dollar Amount of EITC Claimed – $25,611.00
- ITIN Count – 3

Number of total tax returns prepared – 1569
Dollar Amount of TOTAL refunds (including state) – $1,513,582.00
Total money back in the wallets of our clients, including average return cost of $220.00 – $1,858,762.00!

**Project SCOUT JULY CALFRESH Services**

- Number of clients assessed for services – 51
- Number of clients assisted with Calfresh in Santa Cruz County – 5
- Number of clients assisted with Calfresh in San Benito County – 0

**JULY Happenings**

Project SCOUT employs meticulous record keeping allowing the program to connect with low-income senior and disabled clients who have come to us in the past for tax preparation and offer them assistance with Calfresh. For the month of July, Project SCOUT was able to reach out to 51 seniors who by assessing their income tax returns, we deemed that they qualify. Out of these 51 seniors contacted, 5 seniors were assisted for the first time or helped to reapply.

A huge barrier to services is the pervasive thought that applying for Calfresh may keep others from receiving the service, or the thought that "I qualify, but there are others that need it way more than me"... Not only is this incorrect, but this keeps more from receiving the service and hurts future funding for such programs.

Project SCOUT will continue with this approach for Calfresh outreach in August, as well as tabling at local farmer’s markets providing Calfresh information to interested seniors and disabled.
Santa Cruz County is graying and the impending silver tsunami has service providers worried

BY CHRISTOPHER NEELY

Santa Cruz County's 65-84 age bracket grew by 81% between 2010 and 2020, according to Census data, and whether it's services like health care, an aging
Santa Cruz County is aging and the impending silver tsunami has seniors service providers worried - Lookout Local Santa Cruz

homeless population or lonely older adults, a surge in demand is coming.

Published 15 Hours Ago

When Santa Cruz County released its State of the Workforce report earlier this month, it offered concrete figures behind a demographic shift locals have been talking about for years: Santa Cruz County is going gray.

Nearly 30% of the total workforce is at least 55 years old. Between 2017 and 2022, the 65-and-older crowd grew by 18% countywide, while the population younger than 65 shrank. And this silver tsunami is approaching Santa Cruz County faster than any other county in the state, according to the Seniors Council of Santa Cruz and San Benito County. Between 2010 and 2020, the county's 65-84 age bracket grew by 81% according to Census data, compared to a roughly 40% increase statewide.

Santa Cruz County's 65-84 population grew the fastest of any county in California

Percent change in population aged 65-84 from 2010 through 2020

[Bar chart showing percent increase for various counties, with Santa Cruz County at the top with 90%.]

Source: U.S. Census
Chart: Max Chun

When Clay Kempf, executive director of the Seniors Council of Santa Cruz and San Benito Counties, looks at the surge of older adults, all he sees is a...
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surge in demand for senior services, something he says the county is not fully prepared for.

"An 80% growth in the senior population assumes demand for services will see similar growth," Kempf told me. "We're talking about growth in the number of seniors living alone, seniors who qualify for Medi-Cal [the state Medicaid system], seniors who are hungry and who need shelter. It's difficult to pick out what the priority is because of their interdependency."

Kempf says efforts underway at the state and county levels shed a "ray of hope" on the inevitable surge of demand for senior services.

Upon his election in 2018, Gov. Gavin Newsom began working on the Master Plan for Aging, a statewide roadmap for improving services and amenities for older adults as the population ages. By 2030, 1 in 4 Californians is expected to be 65 or older; in Santa Cruz County, that number is expected to jump to 1 in 3.

Next month, the state's health and human services agency will send out a survey aimed at assessing the needs of seniors throughout California, with a comprehensive report, to be published by the end of the year, laying the groundwork for where the state and local communities should focus their effort on improving the lives of senior citizens.

Alicia Morales, director of Santa Cruz County's adult and long-term care division, tells me the county, its four cities and local senior-focused organizations will follow up the state's senior needs assessment survey and report with a hyperlocal version of their own, so as to better understand the senior population in Santa Cruz County and how to prioritize its resources.

Morales, 57 and caring for an aging parent, already sees a handful of unmet needs the county must prioritize. The rental market in Santa Cruz County (the least affordable in the U.S.) means a precarious future for senior renters, especially those on fixed incomes. Morales said the ability to age in place — that is, to remain in one's home — is among the cardinal desires for seniors. She also pointed to a graying homeless population, a local medical care system where more than 20% of care providers are over 65 years old, and a services ecosystem that is difficult to navigate.

"I've been in adult services for more than 25 years; when I'm looking for services for my mom, it's a challenge for me," Morales said. "And if it's bad
Santa Cruz County is aging and the impending silver tsunami has seniors service providers worried - Lookout Local Santa Cruz

for me, how do you think it’s going to be for someone just starting out, or experiencing some level of dementia or cognitive decline?"

Gine Johnson, an analyst with District 5 Supervisor Bruce McPherson’s office, agrees that housing and transportation, medical facilities and food are critical to serving seniors; however, she told me that while many needs are infrastructure-based, some of the most important aren’t.

"The No. 1 issue we see is isolation and loneliness," Johnson said. "A lot of seniors, no matter their income, mostly figure out how to meet their daily needs, whether they are meals at Meals on Wheels, or scheduling a ride to an appointment. But isolation and loneliness is a big problem. You might not hear about it a lot. But you don’t need to hear about it to see it. We need to be thinking in terms of seniors as being a part of the community."

Despite this local and statewide push to center their needs, seniors have, at times, faced difficulty being prioritized locally.

Clay Kempf, executive director of the Seniors Council of Santa Cruz and San Benito Counties.

Mark Puschett / Lookout Santa Cruz

The county, in a partnership with the City of Santa Cruz, cut funding to nonprofit senior services by $186,000 per year between fiscal years 2022 and 2025. The move is part of the Collective of Results and Evidence-based (CORE) Investments program the county and city has been using to equitably place public dollars into the local nonprofit sector. As part of the cuts, the city and county approved recommendations from the CORE program’s community panel to stop putting money into the ElderDay adult day health care program, as well as an advocate position for seniors in long-term care and an outreach program aimed at addressing the harms of senior loneliness.
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Kempf, the executive director at the Senior Council, said since the programs receive funding from other sources beyond the city and county, the cuts do not necessarily ring the death knell but reflect a concerning shift in priorities.

"It's disappointing but not surprising," Kempf said. "Some change is not unusual. However, the changes we see in this latest process are alarming for older adults, especially since the population is growing so much."

Then, in Live Oak, a senior service center, which includes Meals on Wheels, is negotiating with its landlord, the Live Oak School District, to keep from getting evicted amid the school district's vision for a new teacher and workforce housing development on the property. Last month, the school district extended its eviction deadline until the end of August.

Mark Johannessen, a local attorney who sits on the county's Seniors Commission, said the space is where Meals on Wheels — a lifeline for low-income seniors — prepares all of its food. Without that building, Johannessen said there "is no other place for Meals on Wheels to prepare their food." He said the sides are still negotiating a potential long-term lease.

The notion of a critical senior service outfit getting evicted and replaced by schoolteachers speaks to the-long held concern that seniors struggle to have their issues prioritized in a society run by the young; however, that might soon change as well.

Owing to its sheer size, the Baby Boomer generation has ruled over American society's direction since the 1960s. Despite retirement and aging out of the economy, Baby Boomers' power at the ballot box will remain strong. Kempf and Johannessen understand this well, and know the prioritization of senior issues depends on who gets voted into office. The Seniors Council plans to host a robust series of candidate forums for the 2024 election. Although they've held some in the past for specific races, Kempf said this latest effort is an attempt to harness the power of seniors on Election Day.

"One of the common things I hear from seniors is that younger people speak to seniors like kids. They talk down to them all the time," Johannessen said. "As this population gets older, it's important for people to know that they have a voice."
Over the past decade, Christopher Neely has built a diverse journalism résumé, spanning from the East Coast to Texas and, most recently, California's Central Coast.

More from Christopher Neely

LOCAL SPOTLIGHT

Santa Cruz Farmers Markets
This weekend at the markets is delivering so much goodness to you all. The Chef Showcase spotlights...

GRO Real Estate
This 9450 Sunnyside Ave located in the charming town of Bel Lomond is now under contract!

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CIVIC LIFE
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BY WENDY FRY
Source: CalMatters
Santa Cruz County earns age-friendly designation

By: STAFF REPORT  August 4, 2023

In line with state and local efforts to develop a statewide Master Plan for Aging, the County of Santa Cruz has announced it has been designated an "Age-Friendly Community" by the American Association of Retired Persons (AARP).

The County's Human Services Department sought the designation earlier this year, and will make an Aug. 8 presentation to the Board of Supervisors to discuss the designation and ongoing efforts to develop a Master Plan for Aging ("MPA"), in partnership with the Seniors Council of Santa Cruz and San Benito Counties and each local city, to help create an age-friendly community that meets the needs of an aging population.

The public is invited to view the presentation online or in person.

"As our population ages, we must meet the needs of our aging residents," said County Administrative Officer Carlos Palacios. "Joining AARP's Network of Age-Friendly Communities and creating a Master Plan for Aging will allow us to be consistent and thoughtful while focusing on equity and opportunity as we expand our safety net and address our community's needs."

While the population of Santa Cruz County residents ages 60 and older has increased by nearly 50% since 2010, the County has met the demand for services by increasing the budgets for In-Home Supportive Services ("IHSS") and Adult Protective Services by 60% in the last five years alone, and recently expanded funding for senior services through the Collective of Results and Evidence-based (CORE) Investments program. By 2030, the percentage of residents 60 and older is expected to reach approximately 30% of the total population.

"The safety net for older adults and people with disabilities is a blending of County administered programs, health care services, City services and nonprofit programs, which together provide a network of essential services," said Human Services Director Randy Morris. "While the safety net
needs to be strengthened as we prepare locally to meet our aging community's needs, significant expansion and investment has already been made locally and at the state level.*

With most funding for senior services available through state and federal sources, the County is positioning itself to play a leadership role in how those funds are allocated.

Morris co-chairs the California Welfare Directors Association's statewide Adult and Aging committee, and Board Chair Zach Friend chairs the Health and Human Services committee for the California State Association of Counties, which helps shape critical State policies. County Director for Adult and Long Term Care (ALTC) Alicia Morales serves on the California Elder and Disability Justice Coordinating Council, which is linked to the California Master Plan for Aging efforts.

Through County-administered programs such as IHSS, the County not only supports aging residents by providing for critical needs and allowing them to stay in their homes, these staff also help clients during times of crisis, including during last winter's floods. While state and federal regulations mandate that most safety net programs be administered by County staff, County leadership is committed to supplementing these critical programs with community-based service contracts.

Over five years, the County has more than quadrupled its contract funding commitment with community-based organizations who serve older adults and people with disabilities. The increase from just shy of $200,000 in 2013 to nearly $900,000 in proposed contracts serving this population this coming fiscal year is funded through the County's ALTC Division, which also delivers $83 million in direct safety net services to the community annually, through IHSS and Adult Protective Services.

Furthermore, the County's CORE Investments program recently increased grant funding to serve older adults by $250,000 compared to the prior funding cycle, to $1.4 million. Through CORE, for example, The Teen Kitchen Project will now provide chronically ill older adults in Santa Cruz County with home-delivered, medically-tailored free or low-cost meals.

These funds are in addition to approximately $2 million administered by the Seniors Council, the local Area Agency on Aging, to serve Santa Cruz and San Benito counties through the federal Older Americans Act.

To learn more about the County's ongoing collaborative efforts to support older and disabled adults, the community is invited to the Aug. 8 presentation to the Board of Supervisors.
August 11, 2023

Sandy Brown, Chair
Area Agency on Aging Advisory Council
234 Santa Cruz Avenue
Santa Cruz, CA 9503

Pam Amsberger, President
Seniors Council Board of Directors
234 Santa Cruz Avenue
Santa Cruz, CA 9503

RE: History and Ongoing Commitment of County Support for Older Adults Services

Dear Chair Brown and Board President Amsberger:

This letter is an effort to clarify for members of the Area Agency on Aging (AAA) Advisory Council and the Seniors Council Board of Directors some of the policy and funding commitments made by the County of Santa Cruz (County) that support contracted and collaborative services provided to older adults in our region. On June 25, 2018, the County Board of Supervisors (Board) directed the County Administrative Office (CAO) and the Human Services Department (HSD) to take the lead for our county to become designated as an age-friendly community, by applying to join the AARP’s Network of Age-Friendly Communities. The Board understood that as a requirement of the AARP application, the County would need to serve as the lead on the effort and submit the application. The Board also understood that this effort would be more robust and comprehensive if done in collaboration with the Seniors Council and other critical community-based organizations (CBO) who deliver various government-funded direct services to older adults. This led to additional public policy direction for the CAO and HSD to apply in consultation with key stakeholders to develop a shared vision and discuss priorities for action.

Soon after, COVID and our mutual pandemic responses took on an obvious priority for all involved. While County efforts on the Age-Friendly Communities designation paused to meet critical pandemic immediate needs, efforts re-emerged over the past year.
RE: SUPPORT FOR OLDER ADULT SERVICES
August 11, 2023

Through more recent Board approval on May 16, 2023, the County applied for and was accepted into the AARP Network of Age-Friendly Communities. We are proud of the Board and County commitment on this effort and where it will lead us and want to acknowledge the important collaborative role of the Seniors Council in assisting the County in obtaining this designation.

To truly understand the commitment the County has made to supporting services for the older adult population in our county, there are some misconceptions worth clearing up in relation to the Collective of Results and Evidence-based (CORE) Investments procurement process completed in 2022. As you likely recall, our Board made three significant funding priorities outside of the initial rating panel recommendations for awarding funds in order to expand who would be funded so that services would be continued or so that disruption would be minimized.

First, we realigned funds to carve out $131,000 for the Seniors Council through June 30, 2023, to pay for administrative costs of the AAA, including the required local match. This was a commitment to ensuring services would remain available to vulnerable populations age 60 and older in our county and was the only CORE funding pulled from competitive procurement and instead dedicated to support the work of the Seniors Council as an HSD funded contract. Second, after the RFP was released, we separated one agreement from competitive review altogether, directing staff to remove from the procurement process the applications for Home Delivered Meals to Seniors and instead, to ensure alignment, link up CORE funding with whichever agency the AAA selected in its procurement process for these services.

Third, the Board directed HSD to coordinate with other County departments to identify non-CORE funding to support agencies that were not awarded CORE contracts. The County identified one-time funds within HSD to support Advocacy Inc.'s Long-Term Care Ombudsman Program for FY 2022-23. HSD expanded on this Board direction by collaborating with Seniors Council in exploring options, and ultimately by executing an $80,717 agreement with Advocacy Inc., to ensure residents in Long-Term Care facilities will continue to have access to effective advocacy related to their day-to-day care and preferences. Mindful of the need for the continuation of these critical services, this contract included additional funding to support the Agency in developing a Sustainability Plan, ensuring self-sustaining programmatic success for subsequent years. This funding was in addition to the 3.5 month bridge funding also allocated to Advocacy Inc.

In addition to these funding commitments, the Board's approval of the most recent round of CORE Investments resulted in a $250,000 increase in CORE funds directed to serve older adults from the prior funding cycle — up to $1,409,046 in the current awards cycle from what was $1,156,000 in the 2017-2022 awards cycle — specifically for older adult services.
This is noted in the attached chart showing years 2022-2025 CORE funds allocated to serving older adults. Though some of these agencies were not funded in the previous CORE funding cycle, part of the CORE RFP process was to invite new agencies to apply for funding to deliver services to our community. This did lead to some shifts in the agencies that received contracts, but nonetheless resulted in a noteworthy expansion in services to older adults.

Though the CORE process has generated some questions about its integrity and transparency, we are hopeful your Council and Board was able to review the recently released assessment of the process by the Santa Cruz County Grand Jury, in their May 18, 2023, report, CORE: The Needs of The Community Equitably Distributed - A Model of Transparency. Conducting an open, transparent, and competitive CORE RFP process and evaluating proposals through the lens of criteria and priorities identified by a wide spectrum of community organizations and members, is consistent with best management practices. The County intends to continually improve the CORE RFP process and evolve the criteria and priorities collaboratively with the community for future funding cycles.

We also want to share our recommendation with your Council and Board that it may be beneficial for the AAA's network of providers to take advantage of the coaching and support the County has made available to all CBO staff, to build capacity to apply the CORE Investments framework, regardless of funding. We've been intentional in providing technical support so that all local CBOs can access tools that may help in achieving greater collective impact for equity in opportunities and outcomes, as this approach to serving older adults will be a critical aspect of meeting competitive standards when seeking funding opportunities through a variety of sources in the future. Further, staff informed us that some in the AAA network have complained that the largest grant level awarded in the most recent CORE process did not focus on serving older adults. We want to make sure you are aware that no older adult service providers applied for this grant level, though they were eligible to do so. We encourage your board and council to discuss how you can take a lead role in partnership with Seniors Council staff, to support your network of providers to apply for these opportunities when available, as well as discourage criticism of the process when no older adult service providers took advantage of the largest grant level opportunity.
We hope this information, in addition to the more recent collaborative work that has taken place to achieve our Age-Friendly designation and begin working on our local Master Plan for Aging blueprint, makes clear the County’s concerted efforts to bolster the safety net services provided by our valued CBO partners that benefit our aging community. This is critical as we continue our collaborative work together, to develop a culturally responsive Community Needs Assessment that identifies top priorities for, and develops an action plan toward, our continued Age-Friendly community efforts.

Sincerely,

BRUCE McPHERSON  
Fifth District Supervisor  
AAA Advisory Council Member

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<td>Santa Cruz City Council Members</td>
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