



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

**2024-28
AREA PLAN ON AGING
Summary Report
PLANNING AND SERVICE AREA 13
Santa Cruz and San Benito Counties**

234 Santa Cruz Avenue, Aptos, CA 95003
www.seniorscouncil.org
Patty Talbott, AAA Planner

OVERVIEW OF THE AREA AGENCY ON AGING

WHAT IS THE AREA AGENCY ON AGING?

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

- **Assess** the needs of seniors.
- **Advocate** at the local and state level for the needs of seniors.
- **Provide visible leadership** on senior issues in the community by monitoring and evaluating and commenting, or providing technical support on issues affecting seniors.
- **Plan for services** for the more than 85,000 seniors (age 60+) and their caregivers in Santa Cruz and San Benito Counties, and ensure that all senior services are well-coordinated.
- **Receive and allocate Older Americans Act funding and other state and federal funding dedicated to Area Agency on Aging services in our two-county planning region.** Nearly all program funding is contracted out to local community-based service providers.
- **Received and allocated AAA COVID response funding, including American Rescue Plan Act**
- **Ensure that AAA-funded programs provide quality, efficient, effective services** that meet all OAA program and regulatory requirements and service delivery methods.
- **Ensure that the senior service delivery network is well-coordinated.**
- **Monitor emerging needs and support the development of innovative programs**
- **Engage at the local level in the development of Master Plans for Aging**

WHO DO WE SERVE?

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

The California Department of Aging estimates that in 2024, the 60+ population is:*

Santa Cruz County: 74,495 persons age 60 or older with 22,886 age 75+

San Benito County: 14,346 persons age 60 or older with 4,228 age 75+

**Source: 2024 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. Most AAA funding is categorically allocated to programs, but **local planning allows areas to tailor program funding to the unique needs and resources in each area. Every four years, a senior needs assessment is conducted**, 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.

This four-year plan will be informed, over the coming year, by several needs assessment activities that either have taken place, or will be happening in the coming year. Because of these activities, the AAA was not required to undertake its own survey this cycle.

- **Statewide Senior Needs Assessment Conducted by the California Department on Aging.** For the first time, the California Department of Aging contracted with a research firm to complete implement a statewide survey of seniors for the Area Agencies on Aging. The summary reports for that survey were issued by AAA, not county, staff are working through the data results by county to provide a more detailed picture of the results.
- **Statewide LGBTQI survey Conducted by the California Department of Aging in partnership with UCSF, Open House and the Citris Banatao Institute.** Another first-ever statewide survey being conducted specifically for the LGBTQI community. The survey is still currently open, results will be shared when the report is issued.
- **Santa Cruz County's Age Well Santa Cruz County survey.** As part of its Master Plan for Aging development, Santa Cruz County implemented its Age Well Santa Cruz County survey. AAA staff have been engaged with County staff for the planning and implementation of this effort. The survey recently closed, and results are expected this fall and relevant results will be included in future Area Plan updates.
- **"Solutions Summits" in Santa Cruz and San Benito Counties.** As part of Master Plan for Aging efforts, the AAA will lead efforts to conduct two "Solutions Summits", one in each county, specifically to develop ideas and objectives for local Master Plan for Aging playbooks in Santa Cruz and San Benito Counties. The forums will be convened in partnership with each county. Results of these summits will also be included in future annual updates.

All of these efforts will be incorporated into AAA planning, requests for proposals and local and state advocacy efforts as they become available.

➡ **DEVELOPING THE AREA PLAN ON AGING**

The AAA prepares the 4-year Area Plan on Aging for submittal to the California Department on Aging. The plan outlines our goals and what services that will be provided with the federal and state program funds that the AAA receives and contracts for. **The Area Plan on Aging has specific regulatory requirements, templates and formats provided by CDA.** This summary is provided to highlight the proposed goals and objectives and proposed funding and services in a more accessible format. The Area Plan 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 must be submitted to the California Department of Aging each May for review and approval.**

➡ **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 and other state funding streams. These funds come in specific service categories. **AAAs are also required to obtain local matching funds,** these local funds are critical to service delivery. Providers are currently in the final year of the 2022-25 contract cycle.

The 2025-29 Request for Proposals process will start in late 2024. The contract cycle is for four years, issued as one-year renewable contracts, beginning July 1, 2024, with subsequent annual renewals pending funding availability and that the provider remains in good standing with the contract terms.

➡ **ENSURING QUALITY & ACCOUNTABILITY**

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

PRIORITIES FOR THE AREA AGENCY ON AGING IN 2024-25

- **Continue efforts to preserve the Live Oak Senior Center** as key focal point for senior services in Santa Cruz County
- **Engage in local Master Plan for Aging efforts**, including convening a Solutions Summit in each county and providing expertise to the development of local playbooks.
- **Conduct an RFP for services for the 2025-29 contract cycle**
- **Implement Older Californians Act Modernization** multi-year State funding.
- **Continue targeting of services to those in greatest economic and social need**
- **Provide expertise and technical support** for local projects related to senior issues.
- **Monitor proposals or legislation affecting seniors** and coordinate advocacy efforts as needed.
- **Provide support to the AAA contracted service provider network** to ensure a **sustainable and viable service delivery system of high quality, proven programs** that support the greatest level of autonomy and independence for seniors.

MASTER PLAN FOR AGING

California's statewide Master Plan for Aging is creating new opportunities for collaboration and innovation. The AAA Executive Director served on the State's Master Plan for Aging Steering Committee and secured a local planning grant to support the development of local Master Plans for Aging in Santa Cruz and San Benito Counties. While the Area Plan on Aging is distinct from the development of local playbooks for the Master Plan on Aging, the AAA will be engaged in local MPA planning efforts. Goal 4 is focused on local Master Plan on Aging playbook develop and will highlight how the AAA is involved in local efforts and implementation.

Proposed Coordination Objectives in the Area Plan

There are several objectives with a "C" following them. This stands for Coordination, which is an allowable use of direct service funding. This very small amount of funding helps to support the AAA in their coordination efforts. All Coordination objectives must be approved by CDA.

Proposed coordination objectives are 1.1, 1.4, 2.5, 2.6, 3.31, 4.1 and 4.3

2024-28 AREA PLAN DRAFT GOALS AND OBJECTIVES

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

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

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

Objectives

1.1 State leadership on senior issues. The AAA Executive Director will continue to work with former members of the State Master Plan on Aging Workgroup to share opportunities for improving OAA and non-OAA services and service delivery as well as identify unique equitable opportunities for older Californians to thrive and age in place. Measurement: State funding will be allocated that addresses objectives of the Master Plan for Aging 7/1/24-6/30/25 **C**

Status: New

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. Measurement: increased awareness about the needs of seniors in the PSA. 7/1/24-6/30/25 *Status: New*

1.3 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.

7/1/24-6/30/25

Status: New

1.4 Active participation on local commissions and committees. The AAA Executive Director and key staff will actively participate on local committees and commissions including the Human Care Alliance, Santa Cruz County Seniors Commission, San Benito County Aging and Long Term Care Commission, Santa Cruz County RTC's Elderly and Disabled Transportation Advisory Committee and San Benito County Social Services Transportation Advisory Committee. Measurement: regular attendance and participation at these meetings.

7/1/24-6/30/25

Status: New

C

2024-28 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. 2024-25 will be the final year of the current contract cycle. During 2024-25, the AAA will complete a 2025-29 Requests for Proposals for Area Plan services. Contracted providers will be awarded one-year contracts, renewable annually up to three times, provided contractor remains in good standing and availability of funding. Measurement: Successful execution of AAA service provider funding contracts for the 2024-25 program year and successful completion of 2025-29 Requests for Proposals. 7/1/24-6/30/25 *Status: New*

2.2 Program Monitoring/Compliance. AAA program and fiscal staff will ensure that AAA-funded services are efficient, effective and of high quality, meeting all contract and regulatory requirements. All service providers will receive ongoing fiscal and program desk monitoring, annual risk assessments and, at a minimum, on-site monitoring every two years with nutrition providers receiving the required annual onsite monitoring. Measurement: completion of ongoing contract and fiscal performance monitoring and site visits and technical support as needed. 7/1/24-6/30/25 *Status: New*

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 and Title VIII Elder Abuse Prevention Program, as well as the Health Insurance Counseling and Advocacy Program and associated MIPPA Medicare outreach program. Expected outcome is provision of services that meets program service delivery requirements and that service targets contained in approved work plans and are delivered. Measurement: Documentation of ongoing service performance. 7/1/24-6/30/25 *Status: New*

2.4 Equity and Targeting to Those in Greatest Need. In accordance with the Older Americans Act, all AAA-funded service providers will be required by policy and contract language to target services to those in greatest economic and social need including low-income, ethnic minority seniors and the recognition of HIV positive seniors as a new population included in greatest social need. Services will be accessible and culturally competent.
Measurement: client data reporting and program monitoring 7/1/24-6/30/25 Status: New

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 Central Coast Center for Independent Living, the Diversity Center, Health Projects Center/MSSP/Caregiver Resource Center, the Cabrillo College Stroke Center, Elderday Adult Day Health Care, Grey Bears Brown Bag Program and Village Santa Cruz. As part of the efforts to develop a coordinated network, a plan to develop a Santa Cruz County ADRC will be explored. Measurement: coordinated response and sharing of information and best practices for reopening procedures and a plan Santa Cruz County ADRC will be explored 7/1/24-6/30/25 Status: New C

2.6 Coordinate with organizations beyond the traditional AAA network such as senior center directors, healthcare providers, Parks and Recreation Departments and others to encourage new partnerships and collaborations. Focus will continue on senior center director's meetings and in building relationships with healthcare providers such as Kaiser and the Central California Alliance for Health. Measurement: production of educational materials and webinars that educate and improve the health of older adults and persons with disabilities. 7/1/24-6/30/25 Status: New C

2024-28 DRAFT GOALS AND OBJECTIVES

GOAL 3: ENSURE PROVISION OF AAA SERVICES INCLUDING ACCESS TO INFORMATION, BENEFITS AND PROTECTION OF RIGHTS FOR COMMUNITY LIVING SENIORS AND RESIDENTS OF FACILITIES, SUPPORT FOR FAMILY CAREGIVERS, AND ACCESS TO NUTRITIOUS MEALS

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 IIIE information and assistance services by AAA contracted providers in both counties, the public will have access to accurate, up-to-date information about senior programs and services. Services will be available by phone, through agency web pages and via agency-developed resource guides. In San Benito County, services will be well coordinated with ADRC services. Measurement: achievement of service unit targets, distribution of resource guides and maintenance of websites. 7/1/24-6/30/25 *Status: New*

3.2 ADRC San Benito County. The San Benito County Aging and Disability Resource Connection (ADRC) the AAA, in collaboration with Jovenes de Antaño and the Central Coast Independent Living Center, and the San Benito County Aging and Long Term Care Commission will continue their work to expand and enhance the “no wrong door” system in San Benito County for seniors and persons with disabilities. Measurement: increasing utilization of the ADRC for seniors and persons with disabilities 7/1/24-6/30/25 *Status: New*

3.3 Maintain and support key focal points for senior services.

3.3.1 Working with key partners including County Supervisors, senior service providers, state legislators and other partners, the AAA Executive Director will continue efforts to preserve the Live Oak Senior Center, potentially slated to be converted to teacher housing, as a designated focal point for key AAA services including Information and Assistance, HICAP, the senior nutrition program and as a senior dining site. Measurement: Maintenance of the key focal point for senior services in the Greater Santa Cruz Area 7/1/24-6/30/25 *Status: New* **C**

3.3.2 The AAA Executive Director will actively participate in the City of Watsonville Senior Center/Community Program workgroup to address new, ongoing and emerging issues and services to support older adults living in the City of Watsonville and surrounding South Santa Cruz County areas. Measurement: improved coordination and continued strengthening of this key focal point for senior services and expanded opportunities for engagement for seniors. 7/1/24-6/30/25 *Status: New*

3.4 Legal Assistance. Through a contract with an approved Title IIIB Legal Assistance provider, the AAA ensure that 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: achievement of service unit targets 7/1/24-6/30/25
Status: New

3.5 Ombudsman. Through a contract with an approved provider, the AAA will ensure the provision of Long Term Care Ombudsman services to provide facility-placed residents advocacy and rights protection, complaint investigation and resolution in Santa Cruz and San Benito Counties. The provider will also offer education, information and referrals to the community and facility staff as mandated by law Measurement: achievement of program benchmarks.
7/1/24-6/30/25 *Status: New*

3.6 Elder Abuse Prevention. Through a contract with the Long Term Care Ombudsman provider, 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. 7/1/24-6/30/25 *Status: New*

3.7 HICAP Through a contract with an approved provider, the AAA will ensure the provision of the 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. 7/1/24-6/30/25 *Status: New*

3.8 Project SCOUT/Tax Assistance. The AAA will, through use of direct service Title IIIB funds, provide support to Project SCOUT to provide free tax assistance to seniors by IRS-trained volunteers, ensuring that seniors receive accurate tax assistance while actively engaging and coordinating with local partners such as local credit unions, United Way and Community Ventures. Expected outcome is completion of accurate tax returns, including any refunds, and assistance with late filing as needed and maximum program impact through local coordination of efforts and expansion of service delivery to San Benito County. Measurement: number of returns completed, total dollar amount of refunds and number of late filings prepared.
7/1/24-6/30/25 *Status: New*

3.9 Senior Farmers Market Vouchers. The AAA Registered Dietitian will oversee the distribution of Senior Farmers Market vouchers to qualifying seniors at senior market days in summer, 2024. Seniors will benefit from increased access to fresh fruits and vegetables. Measurement: distribution of vouchers to qualifying seniors. 7/1/24-6/30/25 *Status: New*

3.10 Family Caregiver Support Program. Through contracts with approved providers, the AAA will ensure the provision of services to family caregivers that will support them in their caregiving role, thereby allowing the care receiver to maintain a healthy, safe lifestyle in the home setting. This will be accomplished through the provision of the Title IIIE Family Caregiver Support Program with services identified to meet priority local needs, including respite.

Measurement: achievement of service unit targets in workplans. 7/1/24-6/30/25

Status: New

3.11 Title IIIC Nutrition Programs. Through contracts with approved providers, the AAA will ensure the provision of Title IIIC1 Congregate Meals at senior dining sites and IIIC2 Home-Delivered Meals. Measurement: achievement of service unit targets in workplans.

7/1/24-6/30/25

Status: New

3.12. Aging in Place-Minor Home Repairs/Home Safety/Falls Prevention. Through contracts with approved providers, the AAA will ensure the provision of both Title IIIB minor residential repairs program and administer new State Older Californians Act Aging in Place funds. Focus will be on modifications that improve home safety and support senior's ability to remain safely independent in their homes and providing educational materials to improve awareness about falls prevention. Measurement: number of seniors served and number of modifications reported through each funding stream. 7/1/24-6/30/25

Status: New

3.12 Decreasing Isolation/Supporting Mental Health. Through a contract with an approved provider, the AAA will utilize Title IIIB funds to support visits to isolated seniors and peer counseling. 7/1/24-6/30/25

Status: New

3.13 Provide Health Promotion Programs: Through the use of Title IIID Health Promotion funds, the AAA will contract for the provision of approved evidence-based classes in the Area Plan. Programs approved to be offered may include Matter of Balance, Tai Chi for Falls Prevention, Enhance Fitness and Bingocize. Measurement: number of volunteers trained and class sessions provided with Title IIID funding. 7/1/24-6/30/25

Status: New

2024-28 AREA PLAN DRAFT NARRATIVE GOALS AND OBJECTIVES

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

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

4.1 Active engagement in the development of the local playbooks for Master Plan for Aging - Santa Cruz County. The AAA Executive Director and key staff will actively engage in efforts to development local playbooks with specific objectives for the Master Plan for Aging. In Santa Cruz County, staff will continue to actively engage with both the Age Well Santa Cruz County survey workgroup and Santa Cruz County's MPA workgroup.
Measurement: development of local playbooks with specific objectives for local implementation of the Master Plan for Aging Status: Continuing C

4.1.1 As part of the development of local playbooks the AAA will coordinate the convening of a Solutions Summit in Santa Cruz County in Fall, 2024 to bring electeds, community leaders and advocates together to develop recommendations for local objectives for each of the five bold goals of the Master Plan for Aging. 7/1/24-6/30/25 Status: New

4.1.2 As a follow up to the Solutions Summit, the AAA will provide support to workgroups for each Master Plan for Aging goal that will be formed to help develop recommended objectives for each of the five bold goals. 7/1/24-6/30/25 Status: New

4.2 Active engagement in the development of a local playbook for the Master Plan for Aging - San Benito County. In San Benito County, The AAA Executive Director and key staff will actively engage in efforts to development local playbooks with specific objectives for the Master Plan for Aging. Measurement: development of local playbooks with specific objectives for local implementation of the Master Plan for Aging 7/1/24-6/30/25 Status: New

4.2.1 Following the convening of a Solutions Summit in San Benito County in May, 2024, AAA staff will provide support and coordination for the convening of workgroups to develop recommendations for local objectives for each of the five bold goals of the Master Plan for Aging. 7/1/24-6/30/25 Status: New

4.3 Local Age Friendly Planning. The AAA Executive Director, and key staff, will continue to engage in local efforts in the PSA to create Age Friendly communities in Santa Cruz and San Benito Counties, providing local expertise and planning support as appropriate, with a goal of a coordinated planning effort. Measurement: number of trainings, informational meetings and jurisdictions taking action to commit to Age Friendly/Livable Communities Projects. 7/1/24-6/30/25 Status: New C

4.4 Promote and Expand Opportunities for Senior Volunteerism and Engagement. The AAA Executive Director, in partnership with the Volunteer Center in Santa Cruz County, 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.

7/1/25-6/30/25

Status: New

4.5 Utilizing new State Older Californians Act Modernization program funding, and in partnership with the Volunteer Center in Santa Cruz County the AAA will coordinate efforts to develop a Volunteer Center in San Benito County to promote volunteerism and coordinate recruitment and placement of volunteers. Measurement: increased opportunities for senior volunteerism and engagement and development of a volunteer program in San Benito County.

7/1/24-6/30/25

Status: New

4.6 Local Disaster Preparedness. The AAA staff will continue to support efforts at the State and local level to improve 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. As part of this effort, the AAA will complete a major distribution of emergency kits and preparedness information in both counties. Measurement: Participation in local efforts and successful inclusion of disaster preparedness in Age Friendly planning and distribution of emergency kits and preparedness information.

7/1/24-6/30/25

Status: New

2024-25 CONTRACTED SERVICE PROVIDERS AND SERVICES

SERVING SANTA CRUZ COUNTY ONLY

COMMUNITY BRIDGES

Meals at Senior Dining Sites
Transportation to Meal Sites

SENIOR NETWORK SERVICES

Information and Assistance
Case Management
Visiting
Family Caregiver Support Program

FAMILY SERVICE AGENCY

Peer Counseling and Friendly Visiting

VOLUNTEER CENTER

Helping Hands Senior Home Repair

SERVING SAN BENITO COUNTY ONLY

JOVENES DE ANTAÑO

Information and Assistance
Case Management
Family Caregiver Support Program

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

SERVING BOTH SANTA CRUZ AND SAN BENITO COUNTIES

ADVOCACY, INC.

Ombudsman & Elder Abuse Prevention

SENIOR LEGAL SERVICES

Legal Assistance

SENIOR NETWORK SERVICES

Health Insurance Counseling and Advocacy Program (HICAP) only

AREA AGENCY ON AGING DIRECT SERVICES

Project SCOUT Tax Assistance
Title IID Health Promotion Activities
Outreach/Senior Farmer's Market Voucher Distribution
Approved Coordination Activities

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

REQUESTS FOR PROPOSALS (OVER \$100k IN AGGREGATE)

SERVICES TO BE PROVIDED	CONTRACT CYCLE	CONTRACT TERM	AMOUNT
SANTA CRUZ AND SAN BENITO COUNTIES			
Ombudsman and Elder Abuse Prevention	2024-28	2024-28	\$175,115
Health Insurance Counseling & Advocacy Program	2025-29	4/1-3/31	\$301,250
Legal Services (IIIB)	2025-29	7/1-6/30	\$92,000
Health Promotion (IIID) Approved Programs: Matter of Balance, Bingocize, Tai Chi for Falls Prev and Enhance Fitness	IFB	\$23,508	\$23,508
SANTA CRUZ COUNTY ONLY			
Nutrition			
Senior Nutrition - Home Delivered (IIIC2)	7/1/25-6/30/29	\$1,027,809	\$1,027,809
Senior Nutrition - Congregate (IIIC1)	7/1/25-6/30/29	\$20,000	\$20,000
Peer Counseling and Visiting (IIIB) IFB	2025-29	\$15,000	\$15,000
Information and Assistance & Case Management	2025-29	\$104,750	\$104,750
Family Caregiver Support Program (IIIE)	2025-29	\$115,371	\$115,371
Home Safety/Minor Mods. (IIIB)	2025-29	\$25,000	\$25,000
SAN BENITO COUNTY ONLY			
Home-Delivered and Congregate Meals (IIIC)		\$336,024	\$336,024
Information and Assistance, Case Management, Transportation to Contracted Meal Sites (IIIB)		\$48,000	\$48,000
Family Caregiver Support Program (IIIE)		\$38,457	\$38,457
AREA AGENCY ON AGING AREA PLAN DIRECT SERVICES			
Approved Coordination (C) Objectives in Area Plan		\$4,300	\$4,300
RD and Nutrition Education		\$13,000	\$13,000
Senior Farmers Market Voucher Distributions		\$2,000	\$2,000
Project SCOUT Tax Assistance		\$17,700	\$17,700

OTHER AAA PROVIDER CONTRACTS/FUNDING		
Volunteer Center	\$30,000	\$30,000
Jovenes de Antano	\$41,163	\$41,163
Community Bridges	\$123,849	\$123,849
Jovenes de Antano	TBD	TBD
Senior Network Services	TBD	TBD
Contracted entities	TBD	TBD

SENIORS COUNCIL / AREA AGENCY ON AGING

SERVICES TO BE PROVIDED	CONTRACT CYCLE	CONTRACT TERM	AMOUNT
SANTA CRUZ AND SAN BENITO COUNTIES			
Ombudsman and Elder Abuse Prevention	2024-28	2024-28	\$175,115
Health Insurance Counseling & Advocacy Program	2025-29	4/1-3/31	\$301,250
Legal Services (IIIB)	2025-29	7/1-6/30	\$92,000
Health Promotion (IIID) Approved Programs: Matter of Balance, Bingocize, Tai Chi for Falls Prev and Enhance Fitness	IFB	\$23,508	\$23,508
SANTA CRUZ COUNTY ONLY			
Nutrition			
Senior Nutrition - Home Delivered (IIIC2)	7/1/25-6/30/29	\$1,027,809	\$1,027,809
Senior Nutrition - Congregate (IIIC1)	7/1/25-6/30/29	\$20,000	\$20,000
Peer Counseling and Visiting (IIIB) IFB	2025-29	\$15,000	\$15,000
Information and Assistance & Case Management	2025-29	\$104,750	\$104,750
Family Caregiver Support Program (IIIE)	2025-29	\$115,371	\$115,371
Home Safety/Minor Mods. (IIIB)	2025-29	\$25,000	\$25,000
SAN BENITO COUNTY ONLY			
Home-Delivered and Congregate Meals (IIIC)		\$336,024	\$336,024
Information and Assistance, Case Management, Transportation to Contracted Meal Sites (IIIB)		\$48,000	\$48,000
Family Caregiver Support Program (IIIE)		\$38,457	\$38,457
AREA AGENCY ON AGING AREA PLAN DIRECT SERVICES			
Approved Coordination (C) Objectives in Area Plan		\$4,300	\$4,300
RD and Nutrition Education		\$13,000	\$13,000
Senior Farmers Market Voucher Distributions		\$2,000	\$2,000
Project SCOUT Tax Assistance		\$17,700	\$17,700

OTHER AAA PROVIDER CONTRACTS/FUNDING		
Volunteer Center	\$30,000	\$30,000
Jovenes de Antano	\$41,163	\$41,163
Community Bridges	\$123,849	\$123,849
Jovenes de Antano	TBD	TBD
Senior Network Services	TBD	TBD
Contracted entities	TBD	TBD

SENIORS COUNCIL/AREA AGENCY ON AGING
2023-24 FUNDING ALLOCATIONS BY PROVIDER
AREA PLAN FUNDING ONLY (Year 2 of 3 year contract cycle)

SERVICE AREA	SERVICES TO BE PROVIDED	FUNDING
SANTA CRUZ AND SAN BENITO COUNTIES		
Advocacy, Inc.	Ombudsman Services and Elder Abuse Prevention	\$174,488
Senior Citizens Legal Services	Legal Services (IIIB)	\$92,000
Senior Network Services/HICAP & MIPPA Only	Health Insurance Counseling & Advocacy Program MIPPA (targeted outreach for low-income beneficiaries)	\$292,640 \$36,938
SANTA CRUZ COUNTY ONLY		
Community Bridges/Meals on Wheels	Home Delivered Meals and Meals at Senior Dining Sites (IIIC)	\$1,003,652
Community Bridges/Lift Line	Transportation to Senior Dining Centers (IIIB)	\$20,000
Family Service Association	Peer Counseling and Friendly Visitor Program (IIIB)	\$15,000
Senior Network Services	Information and Assistance, Case Management Visiting (for clients needing in-home assessments) (IIIB) Family Caregiver Support Program (IIIE)	\$104,750 \$108,984
Volunteer Center	Helping Hands Senior Home Repair Program (IIIB)	\$25,000
SAN BENITO COUNTY ONLY		
Jovenes de Antano	Home-Delivered Meals and Meals at Senior Dining Sites (IIIC) Information and Assistance, Case Management, Transportation, Transportation for Meal Sites (IIIB) Family Caregiver Support Program (IIIE)	\$230,478 \$46,695 \$33,567
TOTAL CONTRACTED SERVICES		\$2,184,192
AREA AGENCY ON AGING DIRECT SERVICES		
Title IIIB funded Coordination (IIIB)	Supports ED time for approved Coordination (C) objectives in Af	\$4,300
Outreach (IIIB)	Annual Senior Farmers Market Voucher Distributions	\$1,583
Personal Affairs Assistance (IIIB)	Project SCOUT Tax Assistance	\$18,117
Direct Service Nutrition and Nutrition Ed (IIIC)	AAA RD provides services for AAA and providers and Nutr Ed	\$14,000
Health Promotion/Disease Prevention (Title IIID)	Matter of Balance (SC Co) Tai Chi for Arthritis (SB Co)	\$22,333
TOTAL DIRECT SERVICES		\$60,333
TOTAL ALLOCATED AREA PLAN PROGRAM FUNDING FOR 2023-24		\$2,244,525

3% of service funding is AAA Direct