## AGENDA

**ADVISORY COMMISSION ON AGING**  
**Monday, September 9, 2019**  
**9:30am – 11:45am**  
Maxwell Park Conference Room  
6955 Foothill Blvd. Suite 137  
Oakland, California 94605

Public participation at Commission meetings is encouraged. We request that individuals limit their comments on any single item on the agenda to three minutes. The chosen spokesperson for a group may speak for five minutes.

<table>
<thead>
<tr>
<th>1. Call to Order</th>
<th>9:30 -- 9:35</th>
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<tbody>
<tr>
<td>2. Consent Calendar</td>
<td>9:35 -- 9:40</td>
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<tr>
<td>• Review of Agenda</td>
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<td>• Approval of minutes</td>
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<td>3. Comments from the Public for Items not on Agenda</td>
<td>9:40 – 9:45</td>
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<td>4. Comments from Chair Donna Ireland</td>
<td>9:45 – 9:55</td>
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<td>• Choose November alternate meeting date as 2nd Monday is</td>
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<td>a holiday</td>
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<td>5. Presentation: &quot;Legislative Victories and Advocacy Opportunities for Older Adults in 2019 and Beyond.&quot; Claire Ramsey, Senior Staff Attorney, Justice in Aging, presenter</td>
<td>9:55 – 10:20</td>
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<td>• Healthy Living Festival September 19th</td>
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<td>7. Advisory Commission on Aging: Mission Statement and Goals</td>
<td>10:30 – 10:45</td>
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<td>8. Director’s Report: Jennifer Stephens-Pierre, AAA Director</td>
<td>10:45 – 11:00</td>
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<td>• Ombudsman: Program Updates</td>
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<td>9. 2021-2024 Area Plan Update: Delbert Walker, AAA SPS/Sr. Planner</td>
<td>11:00 -- 11:10</td>
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<td>• Survey update: Jim Cunniff, Data Analyst</td>
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<td>10. Commission Subcommittee Reports</td>
<td>11:10 – 11:15</td>
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<td>• Executive Committee</td>
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<td>• Legislative Advocacy</td>
<td>11:15 – 11:20</td>
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<td>• Public Relations/Senior Update</td>
<td>11:20 – 11:25</td>
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<td>• Health &amp; Safety</td>
<td>11:25 – 11:30</td>
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<tr>
<td>11. Oral Communications/Announcements</td>
<td>11:30 – 11:45</td>
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<td>• Commissioners</td>
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<td>• Staff</td>
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<td>• Public</td>
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AGENDA

ADVISORY COMMISSION ON AGING

Executive Committee Meeting
Monday, September 9, 2019
8:50am

Maxwell Park Conference Room
6955 Foothill Blvd. Suite 137
Oakland, California 94605

1) Review of Executive Committee Agenda/Approval of Minutes

2) Present Final Strategic Goals and Mission Statement
   (a) Signature Event: Event, Location, and Date

3) Review Subcommittee Write-up

4) Membership:
   o Orientation and Handbook:
     ▪ Regina Silbert
     ▪ Barbara Price
     ▪ Laura McMichael-Cady

   o Pending application(s):
   o Review of roster

5) Ombudsman Update
   o Contract
   o Structure

6) 2021-2024 Area Plan: Ad Hoc Planning Committee (Updates):
   o Update on Survey results
   o Training to facilitate public forums and focus groups
   o Public forum and Focus Group schedule

7) Future Discussion Items
MINUTES

ADVISORY COMMISSION ON AGING
Monday, August 12, 2019
9:30am – 11:45am

Maxwell Park Conference Room
6955 Foothill Blvd. Suite 137
Oakland, California 94605

Commissioners Present: Donna Ireland--Chair, John Miller--Vice-Chair, Helen Buckholz, Eric Eisenberg, Dom Filardo, Royce Johnson, Sarah Kim-Lee, Christine Sevier, Regina Silbert,

Commissioners Absent (Excused): Howard Kirsch, Carlos Londono, Barbara Price, Sylvia Stadmire, Frances "Sue" Taylor

Staff Present: Jennifer Stephens-Pierre, Director, Area Agency on Aging (AAA), Delbert Walker, AAA SPS/Slr. Planner, Mary Louise Zernicke, Jose Villaflor, Maaza Michael, Ramil Rivera, Hema Patel, Bruce Levitch, Maureen Schulz, Malikah Taylor, Jazmin Gomez, Rochell Johnson, Martha Evans

1. Call to Order

2. Consent Calendar
   a. Review of Agenda – Motion to approve the agenda as presented:
      a. (M) Dom Filardo
      b. (S) Helen Buckholz
         Motion Carried
   b. Approval of July 8, 2019 Minutes – Motion to approve:
      a. (M) Dom Filardo
      b. (S) Royce Johnson
         Motion carried

3. Comments from the Public: Joanna Kim-Selby announced that the September 6th Korean Festival on Telegraph Avenue at 27th Street, is part of Oakland First Fridays and is sponsored by Koreatown Northgate, North Oakland.

4. Comments from ACA Chair Donna Ireland. Chair Ireland welcomed new Commissioner Regina Silbert and announced reappointment of Donna Murphy and Sarah Kim-Lee. Commissioner Silbert described her career as a geriatric social worker and her work with IHSS and older adults, and the great need of services and resources. She is honored to be on the Commission.

5. Presentation, Census 2020 in Alameda County. Casey Farmer, Executive Director, Alameda County Complete Count Committee 2020, presenter. Executive Director Farmer presented a PowerPoint presentation, “Census 2020 in Alameda County” on the 1) the relation of the Census to representation and monies for programs, 2) the challenges this year, and 3) the need for community partners in outreach. She stressed
the importance of a complete count, as it is used by State and Federal resources to determine funding. The atmosphere of fear around the Census has a negative impact on people is trustful of government and can result in an undercount—for Alameda County a loss of $10,000 per person. An undercount of six percent would lead to a loss of one billion dollars for Alameda County. This census is different because it will be available in multiple formats: digitally, by phone, on mobile devices, and in print in multiple languages. Alameda County through the Complete Count Committee has a pro-active stance in training the community about the census and is working with United Seniors of Oakland and Alameda County to get the word out. The Census is hiring enumerators in Alameda County, and older adults may apply. There is a need for enumerator applicants for hard-to-count communities and people who speak other languages. The Senior Subcommittee of Alameda County Complete Count 2020 will have a Census Solutions workshop in September and everyone is invited. The County will provide the materials, the training, and the communications content that can be shared with the public. The County needs their partners to lead the direct outreach. Director Stephens-Pierre said the Advisory Commission just finished strategic planning and would like to see coordination between the ACA and Census 2020. Chair Ireland said this information will be provided to the Commission. It will also be posted here: https://www.acgov.org/census2020/.

Commissioner Filardo asked about the timeframe on paper forms. The paper forms go out on April 8, 2020. Joanna Kim-Selby said her community is very suspicious of the Census and outreach is needed. Director Farmer said community trust is essential to a complete count, and the Census will be available in Korean online and in print. She invited Ms. Kim-Selby to be a partner/Ambassador. The Census Presentation is attached.

6. **Director’s Report: Jennifer Stephens-Pierre, AAA Director.** Director Stephens-Pierre thanked Director Farmer and emphasized it important for the Commission to be involved perhaps as Ambassadors or hosting workshops.

She expressed appreciation to Chair Ireland for her presentation and to the Commissioners who were in attendance at the July 22 ACA Presentation to the Board of Supervisors.

Regarding the Census, the Director said what is at stake for AAA is that the Census numbers determine dollars allocated to AAA, for example the CalFresh expansion, and she and Sr. Nutritionist Zernicke are working on how to implement the current CalFresh expansion.

The Director provided budget updates for Area Agencies on Aging (AAAs). The final Alameda county dollar amounts aren't yet available, but statewide:
- $17.5 million is allocated for nutrition programs.
- $300,000 is allocated per year for the CA Senior Legislature – there are two openings for Alameda County Public Service Area 9 (PSA9), that will be discussed at the October meeting.
- In the State budget, $65 million is allocated for ombudsmen. Alameda County's share is $536,000. The goal is to have ombudsmen visit facilities every three months. This is a challenge as Alameda County has 15,000 beds in long-term care facilities.
• There is $5 million allocated in fall prevention funding. Each AAA will receive $150,000.
• Aging and Disability Resource Connection (ADRC): $5 million in funding is now attached to ADRC. Alameda County is one of eight certified ADRCs to bridge aging and disability services. Using the No Wrong Door policy of streamlining different services with multiple funding streams into a unified and less confusing system will be used. AAA is working with the Community Resources for Independent Living (CRIL) and is hoping to also partner with Center for Independent Living (CIL). Staff Rivera is working with ADRC and AAA partners.

Long-Term Care Ombudsman Program (LTCOP) Update Director Stephens-Pierre commended Malikah Taylor, who is moving on to a position as Court Investigator, for her service as Ombudsman. Director Stephens-Pierre said it was a significant decision whether to keep the Ombudsman positions in-house or to outsource. The state recommends fifty volunteer ombudsmen per county for the Ombudsman program, but Alameda only has eight active volunteers. One of the strategic goals the ACA set is to increase ombudsman outreach and advocacy. Commissioners Eisenberg and Sevier discussed the need for ombudsman recruitment, and how the ACA could be involved, including establishing an ad hoc committee, holding a community event specifically to recruit, and convene again to strategically plan. Commissioner Filardo spoke to the need for ombudsmen and asked if Commissioners can serve as ombudsmen. The Director said a person cannot be both at the same time because of conflict of interest. Commissioner Sevier moved to create an ad hoc committee to study the ombudsman program and make recommendations. Commissioner Filardo seconded the motion. Commissioner Miller asked to table the motion until more commissioners are present. Commissioner Eisenberg proposed keeping the motion as broad as possible to study the issue. Director Stephens-Pierre will provide more program information at the next meeting. Chair Ireland mention that the ad hoc committee can make suggestions but doesn’t determine how monies are spent. There was discussion of best practices of other counties and Commissioner Filardo recommended allowance for transportation expenses.

Motion to create Ad hoc Ombudsman Recruitment committee

a. (M) Christine Sevier
b. (S) Dom Filardo
Motion Carried

7. CalFresh Expansion/SNAP-Ed, Mary L. Zernicke, AAA Senior Nutritionist. Senior Nutritionist Zernicke said in Alameda County more people on SSI applied for the CalFresh Expansion than any other county in the state, including Los Angeles. Older adults under access this benefit. She emphasized that SSI recipients who qualify for the expansion have thirty days to verify income though people are not getting the maximum allowed because they aren’t utilizing all the options for medical deductions. AAA is helping with application assistance.

8. 2021-2024 Area Plan Update: Delbert Walker, AAA SPS/Sr. Planner. Senior Planner Walker said AAA has completed eleven Public Forums and two focus groups and we are about one-third of the way through the needs assessment process. Sr. Planner
Walker appreciated Staff Lorentzen of Office of Policy, Evaluation & Planning (OPEP) and Commissioners who signed up to assist with the forums. Senior Planner Walker said hundreds of responses are coming in from the IHSS mailing and he wants to continue outreach to underrepresented areas.

Commissioner Sevier suggested sending the survey/public forum information to the Village-To-Village movement. Joanna Kim-Selby said people are bringing her the IHSS survey to translate. Ms. Kim-Selby would like a public forum at her center. Commissioner Buckholz said there are over 1,500 older adults at Senior Groves of Dublin and she will contact them. Commissioner Filardo commented that the first five items in Table 3 of the Preliminary Survey Results could be used as strategic goals. Commissioner Eisenberg mentioned the ambiguity of the wording of Table 5, "Resources Unavailable" – “Yes” could mean "yes" or “no.”

Chair Ireland thanked Senior Planner Walker for his report.


10. Commission Subcommittee Reports
   a. Executive Committee – Chair Ireland: The Executive Committee will meet in an adjacent room, Room 7, from now on, to avoid distraction of main conference room meeting set-up and arrivals. She reminded all that Commissioners are on subcommittees and all subcommittees are meeting today in Maxwell Park Conference Room. The Public Relations subcommittee needs a chair. Commissioner Silbert asked if there were subcommittees that need members. Chair Ireland said that Health and Safety and Public Relations/Senior Update need additional members. Ad hoc committees are not standing committees and would meet at a separate time.
   b. Legislative Advocacy – Legislative Advocacy will discuss a chair. Sr. Nutritionist Zernicke has the agenda.
   c. Public Relations/Senior Update – Sr Financial Planner Villaflor reminded Commissioners the next Commission Site Visit is with Vietnamese American Community Center of the East Bay on Friday, August 30, 2019 at 10:00 a.m. The following Commissioners plan to attend: Chair Ireland, Commissioner Kim-Lee, Commissioner Kirsch, Commissioner Silbert, Commissioner Eisenberg.
   d. Health & Safety – Chair Miller said there was nothing to report and that this committee will meet after the general meeting.

11. Oral Communications/Announcements
   a. Commissioners -- Commissioner Miller thanked Staff Rivera, Villaflor and Michael for coming to the Community Forum at Fremont Library. It was insightful and well-organized. Commissioner Filardo thanked Sr. Nutritionist Zernicke and also Commissioner Sevier for the Ombudsman ad hoc subcommittee. Chair Ireland indicated which parts of the Maxwell Park room would be used for which Subcommittee meetings immediately after the general meeting.
b. **Staff --**
Director Stephens-Pierre announced that Alameda County needs to re-certify as an ADRC and she will let Commissioners know if their help is needed in this process.

c. **Public --**
Joanna Kim-Selby remarked that the Korean Senior Center is a long-term care center and provides services at much less cost than the prevailing rate, allowing seniors to stay hopeful. The East Bay Community Foundation provided $15,000 to prevent nursing home transfers. They also have a Master Plan for Aging and had an earthquake drill.

Adjourned 11:40 a.m.
AGENDA

ADVISORY COMMISSION ON AGING

HEALTH & SAFETY COMMITTEE
Monday, September 9, 2019
IMMEDIATELY AFTER COMMISSION MEETING

1. Call to order.

2. Roll Call (Sign in sheet)

3. Consent Calendar
   A. Review of Agenda
   B. Approval of Minutes

4. Update on “Whistle Project”

5. Other

Adjournment
AGENDA

ADVISORY COMMISSION ON AGING

Legislative Advocacy Committee (LAC)
Monday, September 9, 2019
IMMEDIATELY AFTER COMMISSION MEETING

1. Call to Order

2. Approval of Minutes
   a. Chair/Vice discussion

3. Legislative Bills
   a. CSL
   b. Office of Policy, Evaluation, and Planning Office (OPEP )
   c. Other proposed bills

4. Council for Age Friendly Communities Updates

5. Senior Services Coalition Update
   • Master Plan on Aging discussion

6. Other Federal, State and Local Issues and Updates
   • OAA Reauthorization
   • Proposed Skilled Nursing Home changes

7. Other agenda and next meeting agenda
MINUTES
Legislative Advocacy Committee (LAC)
Monday, August 12, 2019
Minutes

Commissioners Present: Helen Buckholz, Donna Ireland, Eric Eisenberg, Reggie Silbert

Members Present: Coco Ramirez

Staff Present: Mary Louise Zernicke

CSL Members Present: None

1. Call to Order: The meeting was called to order by Commissioner Ireland at 11:42 AM.

2. The August Agenda was updated by Mary Louise and distributed.

3. There was discussion about who will be the chair of the committee. Commission Chair Ireland will follow up. In the meantime, Mary Louise agreed to chair the meeting.

4. a. Lorena sent a list of proposed state bills, which was shared with the group.
   b. It is not clear who is our current CSL rep. George Tucker appears to be doing well, but his health issues may preclude him from attending meetings.
   c. Governor Newsom has provided some support for older adults in his current budget, which designates new monies for APS, Fall Prevention, Nutrition Services, and PG.

5. No update from Council for Age Friendly Communities.

6. The Master Plan on Aging was presented at a Senior Services Coalition meeting in Oakland, and Mary Louise and Helen attended. The Master Plan on Aging will be organized by the California Health and Human Services Department. A subcommittee will be formed to address a variety of issues.

   Mary Louise will send out the Executive Order from the governor for folks to review.
7. Mary Louise expressed concern about the new federal rules about SNF operations. The new rules favor the operators and limit the rights of the residents. Some additional changes are proposed, including allowing reduced requirements around documentation and reduced options for patient grievance. Mary Louise will send out the power point from Justice in Aging to the group.

The Older Americans Act reauthorization has passed the house and is in the Senate as of the commission meeting. The house version provides additional funding for OAA services.

8. The Alameda County legislative breakfast will be held on August 23.

Next Meeting: Monday, September 9, 2019, after the regular ACA meeting.
1. Call to order meeting.

2. Discuss 2019 site visit to Fremont Senior Center on November 5.

3. Email will be sent out for next Senior Update newsletter, October-December 2019. Articles due by September 3. Release of newsletters will be in October.

4. Final comments. Next meeting is in November after the full Commission meeting.

5. Adjournment.
MINUTES

ADVISORY COMMISSION ON AGING

PUBLIC RELATIONS/ SENIOR UPDATE
Monday, August 12, 2019

Commissioner(s) Present: Regina Silbert (Committee Chair)

Staff Present: Ramil Rivera

1. The meeting was called to order by Commissioner Silbert.

2. 2019 Commission Site Visits:
   A. Vietnamese Community Center of the East Bay, August 30, 2019, 10:00am
   B. Fremont Senior Center, November 5, time TBD (final site visit for 2019)

3. Senior Update Newsletter for October-December 2019
   A. Ramil will send article submission email for the next newsletter.
   B. Article submission due date is September 3.
   C. The newsletters will be published in October.

The next meeting of the Public Relations/Senior Update Committee will be held immediately after the Commission Meeting on Monday, September 9, 2019 in the Maxwell Park Conference Room, 6955 Foothill Blvd. First Floor, Suite 137 Oakland, CA 94605.
Census 2020 in Alameda County

Alameda County

Complete Count Committee

Casey Farmer, Executive Director
Casey.Farmer@acgov.org

Alessia Simmonds, Outreach Manager
Alessia.Simmonds@acgov.org

Ashley Renick, Communications & Operations Manager

August 12th 2019

What is at Stake

- Alameda County receives ~60% of its revenue from Federal & State resources

- Each person not counted equates to a loss of ~$1,000 in funding PER YEAR

- Alameda County has 413,000 “Hard-to-Count” residents – 26% of our population and includes people distrustful of the government, immigrants, young children, seniors, people of color, and others

- If Alameda County undercounts by only 6%, we would lose $1 Billion over 10 years
Ways to Take the Census

Census 2020 becomes live mid-March and will close by approximately August

Online
Computer
Mobile device
Available in 12 Languages + English

Phone
Available in 12 Languages + English

Paper Form
Call to request a paper form
Paper form will be sent if you don’t take the online census
Available in Spanish + English

Why does the Census Matter?

Demographics

Representation

Funding

Equity

Voice

$1,000/year per person
Census 2020 is Radically Different

**Fear & Distrust**
- Distrust of government
- Data privacy concerns
- Proposed citizenship question
- U.S. GAO predicts a 17% reduction in self-response

**First Digital Census**
- Most households prompted to take the Census online
- Available on mobile devices

**Logistics**
- Census Bureau has limited resources and staffing
- Unable to thoroughly test new systems
- One dress rehearsal completed
- Fewer follow-up visits compared to previous

**Language Barriers**
- Not inclusive of all languages spoken in Alameda County
- 13 languages by phone
- 59 languages by video and glossary guides

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**Strategic Plan**

Provide Information  Equip Trusted Messengers

Weave Into the Fabric of County, City & Community Programs
Where will there be Census Outreach?

Where else?

Census Assistance Sites at libraries, senior centers, clinics, & more!

"Census Sabbath" events at houses of worship

Workshops in multiple languages

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**USOAC**

United Seniors of Oakland and Alameda County

Hosted in Partnership by

Seniors Subcommittee

and the

County Census Office

Census Solutions Workshop – January 7th

Messaging and RFP Information Session – July 18th

Next convening will be in September
Census 2020 and the Proposed Citizenship Question

- **July 11, 2019** - Trump held a press conference at the White House to announce that the Commerce Department would no longer pursue the citizenship question. He also announced that the Commerce Department would collect citizenship information from other governmental sources. _These collected records cannot be used for anything other than statistical purposes!_ try to add it again.

Thank you participating in the rally & press conference!

**Our community COUNTS.**

**Our community BELONGS.**
Data Privacy & Confidentiality

Title 13, United States Code

- Personal information is never published. It is against the law to disclose or publish any private information that identifies an individual.
- Personal information cannot be used against respondents by any government agency or court. This includes law enforcement, ICE, & IRS!
- Census Bureau employees are sworn in for life to uphold Title 13 protections.
- Anyone who violates Title 13 faces a federal prison sentence of up to five years, a fine up to $250,000, or both.

Census 2020 Timeline

Activation: March – July 2020

Awareness: January – March 2020

Planning: June: Strategic Plan September 30: Implementation Plan

2019

Local Address Update
Completed Summer 2019

Count everyone once, only once, and in the right place.
Outreach Framework

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<th>Communications</th>
<th>Trainings</th>
<th>Materials</th>
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<td>Targeted Census outreach will be conducted by trusted messengers in the methods most suited for their clients and in multiple languages. Census Ambassadors will regularly report on their outreach to the Alameda County Census office to track &amp; monitor progress.</td>
<td>Alameda County Census Office will craft key Census messages for Messengers to share through their existing communications platforms. Messages will inform folks about the Census process, why it is important, when it will occur, where QAC’s are located, and where to direct questions.</td>
<td>All Census Ambassadors will be required to attend a training in January or February 2020. A “Train-the-Trainers” program will also be available for representatives from an organization to bring the training back to their team.</td>
<td>Content will be informed by subcommittees, created by the Census Office, and made available on the County’s Census webpage. Some materials will be customizable and available to all of the languages spoken in Alameda County.</td>
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Below are suggested methods for outreach:
- Questionnaire Assistance Center
  - Ongoing
  - At an Event
  - At a Census Workshop
- Educational outreach
- Incorporating Census into existing programming
- Adopt-a-Block
- Youth PSA Contest

We ask partners to share these Key Messages through their communications channels:
- Newsletters
  - Print
  - Online
- Social Media (all)
- Text Messages
- Website
- Other:

Trainings will cover the following topics:
- Census Overview
- How to guide someone through the Census form
- FAQ’s
- "How to" Host a QAC
- "How to" Host a Workshop
- "How to" Host a Census Week (for schools)

Partners will be equipped to lead outreach with the following training & marketing collateral:
- Handouts
  - "How-To" Guide
  - Flyer Templates
- Presentations
- Videos
- FAQs
- County branded T-shirts
- "I'm Counted" Stickers

Next Steps
How You Can Get Involved

Apply for Census Outreach Grants!
(Available now on our webpage!)

Become a Census Ambassador
(Fall 2019/Spring 2020)

Host a Census Event
(March/April 2020)

Access County Census Materials
(Fall 2019)

For Updates Visit: www.acgov.org/census2020
Questions?