MINUTES
Planning Committee
Wednesday, October 21, 2015
1:30 – 4:00 pm
6955 Foothill Blvd. Suite 300
Oakland, California

Staff: Delbert Walker, John Garvey, Jose Villaflor, Tracy Murray

Committee Members: Donna Murphey-Chair, Wendy Petersen, Maricela Foster, Ruben Briones, Lillian Schaechner, Carol Sugimura, Jennifer Cullen, Angela Ball, Karen Grimsich, Suzanne Shenfil, Tighe Boyle, Lara Calvert, Sister Ansar El Muhammad, Coco Ramirez, Irene Yen, Dana Bailey, Geri Tablit, Scott Means

Community: James Nguyen, Connie Soriano, Linda Gardner

I. Consent Calendar

Motion to accept Minutes
(M) Karen Grimsich
(S) Maricela Foster
Carried

II. Public Comment for Items not on Agenda: No comments.

III. AAA Director’s Report

Tracy Murray began the report by displaying the slogan “Aging is All About Living” and requesting an initial response from the committee. She described the California Association of Area Agencies on Aging (C4A) AAA Directors’ efforts to develop a communication platform for the AAA’s and Aging. Last year C4A hired an external consultant to lead this platform development. As a result, “Aging is All About Living” has emerged as the AAA Tagline. Further developments will be forthcoming through the C4A Conference in November in advance of the 2016 campaign. Initial reactions found the phrase to communicate a positive and engaging message, placing the emphasis of aging on life instead of death.

IV. Consumer Survey October Update

John Garvey, SSA PERU Management Analyst, updated the committee on survey results as of 10/12/15. Outstanding surveys have been input and the increases reflected in the current update report. A total of 3592 surveys have been entered, doubling the number of responses received by San Diego County Area on Aging. 1/3 of the surveys were from Senior Centers which represents a population that is already connected the aging network. 1/3 of respondents are also 75 years of age and older. John highlighted a select reporting results and communicated that the results would likely look different if analyzed by varying sub groups. The majority of respondents reported feeling that resources are available.
Lilian Schaechnor discussed the dilemma of having information and access to services, but services which are inappropriate and/or inadequate.

Karen Grimish recommended creating sub groups such as memory loss, people living alone, males, and people with 2 or more illnesses. She also suggested segregating groups by age and including a 70 and under or “Baby Boomer” group.

Tracy Murray informed the committee that survey outreach efforts are no longer needed. The input feature of Survey Monkey will continue to be active but outreach efforts should be brought to conclusion.

V. Listening Session: Measure A
Speakers: James Nguyen, Alameda County HCSA Measure A Coordinator
James Nguyen presented an overview of Measure A funding history, cycles, process, and anticipated recommendations. His presentation was followed by a question and answer session.

VI. Presentation: Coordinating Solutions for Optimal Living
Speakers: Maricela Narvaez-Foster, Director, Healthy Homes Project
Ruben Briones, Healthy Child Initiative Coordinator, Healthy Homes Project

Maricela Foster provided an overview of Alameda County Healthy Homes Department programming and services. Healthy Homes is the sister department to the Housing and Community Development Department. Both departments are part of the Community Development Agency. The Healthy Homes approach uses an integrated model of home and health outcomes by linking Health, Environmental Health, and Housing.

Ruben Briones discussed the multi-generational focus of the Healthy Homes Department services.

VII. Presentation: Affordable Housing Needs – Seniors in Alameda County
Speaker: Linda Gardner, Director, Housing & Community Development

Linda Gardner provided additional information on housing data as it relates to seniors including areas such as homelessness, increasing rental rates, Section 8 issues, and availability of affordable housing in Alameda County. She also presented an overview of services provided by the Alameda County Housing and Community Development Department.

There was a recommendation to highlight Housing in the County Plan for Older Adults.

VIII. Report from Data Committee
Delbert Walker reported on the Data Subcommittee meeting of 10/7/15. The final stage of data research and compilation is underway. The Housing Report has been submitted. Areas of focus were reiterated and Data Reports to inform the Plan will need to be submitted to Delbert at Dwalker2@acgov.org by 12/9/15.
IX. **Focus Groups**
Tracy Murray reported to committee that the subcommittee met via phone and proposed several items for consideration by the committee. Discussion included using Focus Groups to access places where survey numbers are lower than desired. Agreement was reached to seek committee approval to move forward with the Focus Group Subcommittee’s recommendation on formats. The 2 formats to be used include Public Forums and Focus Groups. The Public Forums/Listening Sessions are larger groups convening in community setting such as Senior Centers and Housing Facilities among others. The Public Forums would cover up to 3 questions and solicit attendee engagement to provide a broad range of opinion and feedback. Focus Groups would include 8 to 10 people and focus on up to 10 questions. Focus Groups would go into more in-depth discussion and analysis of the questions. SSA’s Planning, Evaluation, and Research Unit (PERU) will collaborate in facilitation of the Focus Groups. The committee was in agreement and approved the Focus Group plan for moving forward.

X. **Next Steps**
There will not be a meeting in November to allow time for working the information, data, and developments of the Planning Process to date. The December meeting will move from presentations to discussion of the details of the final plan.

Karen Grimish presented information on the Senior Service Coalition’s Conference on November 12. Guest speaker will be Anabel Pelham, who is an expert on the World Health Organization’s 8 Domains of Livability.

Lara Calvert provided information for accessing the podcast from the Tiny Spark Episode titled, Good Deeds in Cold Blood.

XI. **Next Steps**
Next Meeting Date: December 16, 2015 from 1:30 – 4 pm

Motion to Adjourn:
(M) Irene Yen
(S) Dana Bailey
All Approved