MINUTES
Planning Committee
Wednesday, March 30, 2016
1:30 – 4:00 pm
6955 Foothill Blvd. Suite 137
Oakland, California
Maxwell Park Conference Room

Staff: Randy Morris, Tracy Murray, Delbert Walker, Belinda Llaguno, Maaza Michael, Jose Villaflor, Mary Louise Zernicke, Jim Cunniff

Committee Members: Donna Murphy, Wendy Petersen, Maricela Narvaez-Foster, Ruben Briones, Carol Sugimura, Lara Calvert, Geri Tablit, Scott Means, Steve Lustig, Marlene Petersen, Ansar El Muhammad

Community: Patricia Osage, Flora, Maiki, Coco Ramirez, Louise Nathe, Connie McCabe, Cassandra Chan, Gary Tia

I. Call to Order/Welcome

Meeting was called to order at 1:39 pm by Donna Murphy. Welcome and introductions were conducted.

II. Consent Calendar

Motion to accept Minutes
(M) Maricela Narvaez-Foster
(S) Steve Lustig
Carried

III. Public Comment for Items not on Agenda:

No comments from the Public.

IV. AAA Director’s Report

Tracy Murray welcomed everyone to the Planning Committee meeting. She introduced Randy Morris, Assistant Agency Director of Adult and Aging Services. Randy thanked everyone and all others who have been involved in the Planning process for the efforts, collaboration, and continued work for Older Adults in Alameda County.

V. Consumer Survey Update

Jim Cunniff provided the committee with a survey update and gave a general overview of the Powerpoint slide presentation. The survey was conducted via Survey Monkey and ended on December 31, 2015. Outreach was conducted through various ways- CBO participation, Adult and Aging staff, IHSS outreach, and cities/Senior Centers. Jim informed the group that the data will be posted publicly on the Adult and Aging website, time frame is about one month. Tracy informed the group that the comments made by participants will be removed from the survey and consist only of data. Tracy thanked Jim
for the survey and data work and analysis and putting together the charts, graphs, and appendices into the Plan.

VI. **Update on Focus Groups**

Delbert Walker gave a report on the focus groups that were conducted as part of the Older Adults County Wide Plan. He thanked the Committee members for their feedback and participation efforts such as the City of Fremont and Senior Support Services of the Tri-Valley’s outreach, scheduling, and even facilitating public forums in a couple of instances. Delbert also thanked his Program Staff for facilitating a total of 22 public forums and providing Aging Program expertise for 6 focus groups in the planning effort. Participants identified appreciation and respect, social inclusion and participation, civic participation, and community diversity, understanding, and support as core values for the vision of an ideal age-friendly community. Respect and empathy for all ages regardless of ethnicity or race, support for seniors to avoid isolation, a comfortable caring non-judgmental community environment with full and safe access to community resources including such things as public safety, level sidewalks, public rest areas, rest rooms, and walkable neighborhoods were expressed as essential community components. Older adults should be viewed as a valued resource in the fabric of the community. Civic participation and financial support, social participation, communication, and community support were identified as key strengths in place to support older adults. Financial support and sustainability was identified as a critical service in need of expansion. Other suggestions included the provision of emergency cash assistance/vouchers, senior-friendly retail prices, free or affordable medic alert services, and increased free food distribution days and locations. Participants also suggested increased Visiting, Adult Day Care, In-Home Healthcare, Fraud and Safety Awareness, Senior Center Activity, Transportation, Nutrition, Housing, and Homeless Program services. A total of 266 people participated in the public forums. Housing (43%), Health and Safety (38%), Senior Centers (35%), Transportation (34%), Information (25%), Financial Assistance (23%), Nutrition (19%), and Visiting (11%) topped the list of priority services identified through the public forum process.

In addition the SSA Planning, Evaluation, and Research Unit facilitated 6 focus groups which were led by Brenda Lorentzen with the AAA Program Staff serving as Aging Program Experts. Focus groups addressed the following audiences identified by the focus group committee: 1) long-term care residents, 2) mental health providers, 3) formerly homeless seniors, 4) lesbian/gay/bisexual/transgender (LGBT) seniors, 5) unpaid family caregivers, and 6) senior men. The one topic raised in every group was a need for improved and increased transportation services. Paratransit was identified as a valuable resource with numerous service obstacles and pitfalls. Most groups expressed a desire for housing that integrated age groups with some Section 8 units reserved for seniors; there were however, some participants who strongly advocated for housing earmarked specifically for seniors without the intergenerational component. Safety was a general theme especially among those who did not drive and got around on foot or public transit. Family caregivers identified a need for reasonably priced respite care, such as adult day care once or twice a week; mobility and home health equipment; and classes on caring for older adults, especially those with a physical, mental, or cognitive disability. LGBT group participants identified isolation as those living in a suburban
community often find it hard to make connections with peers. Participants most often mentioned senior centers, churches, and local governmental agencies as community strengths and stressed the importance of access to information on available services. A large number of focus group participants are not comfortable computer users and would prefer to get informational in print, such as by flyers, pamphlets, brochures, advertisements on buses and BART, and posters at grocery stores and malls.

VII. Draft Area Plan

Tracy Murray provided the Committee with 2 versions of the Draft Area Plan, one version is for the California Department of Aging (CDA), and one version is for Alameda County. Tracy informed everyone of the work the Planning Committee has done over the past year. Tracy thanked all contributors who worked in putting together.

Tracy reviewed the plan section by section with discussion, feedback and recommendations accompanying the review as follows below:

- The use of the word “seniors” should be “older adults”. Use the word throughout document for consistency.
- There is consensus to utilize the appendices in the plan.
- Once Transportation comes to the table, integrate in Section #9 under goal/objectives.
- Remove goals 1-6 from the Executive Summary.
- More narrative about World Health Organization (WHO) in Executive Summary.
- Section #2- Add more geographic diversity in paragraph 2. Add City of Fremont?
- Add verbiage at the bottom of page where it references information. Example: Refer to Appendix A.
- Strengthen page 14.
- Add a mention of the survey process in the Executive Summary.
- Link Health and Housing.
- Recommendation on how to incorporate chronic health issues, see page 21.
- More collaborative language in plan. “Shared among all”, “shared responsibility”.
- Revisit a “checklist” with specific dates and deadlines once Plan has been accepted by Board of Supervisors.
The next phase is to incorporate the changes into a final draft for presentation to the Advisory Commission on Aging (ACA) for approval on April 11, 2016, which will also serve as a Public Hearing.

VIII. Next Steps

- Recommendations from Planning Committee to be incorporated into the Plan.
- Plan Draft to be presented to ACA at April 11, 2016 meeting/public hearing.
- Planning Committee meeting scheduled for April 20, 2016.
- Plan Draft presentation to the Board of Supervisors (BOS) Joint SSA/HCSA Committee on April 25, 2016.

Meeting Adjourned at 3:50 p.m.