



SONOMA COUNTY
AREA
AGENCY ON
AGING

Planning & Service Area (PSA) 27
**Sonoma County Area Agency
on Aging 2024 – 2028 Area
Plan Year 1: 2024-25**

March 20, 2024



Land Acknowledgement

The County of Sonoma recognizes that we're on the ancestral lands of the Coast Miwok, Pomo and Wappo who are the original caretakers of this area. We respectfully acknowledge the Indigenous peoples who have been stewarding and maintaining relationship on this land as knowledge keepers for millennia.

Acknowledgements

Human Services Department

Angela Struckmann

Director, Human Services Department

Paul Dunaway

Director, Area Agency on Aging (AAA)

Division Director, HSD Adult & Aging

Gary Fontenot

Community & Administrative Services

Section Manager

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Community Services Program Manager

Community Services Team Members

Andrea Pickett, Betsey Harper, Cassandra

Denson, CB Wohl, Kathleen Cortez, Tracy Repp

Board of Supervisors

David Rabbitt, Chair

District 1: Susan Gorin

District 2: David Rabbitt

District 3: Chris Coursey

District 4: James Gore

District 5: Lynda Hopkins

Acknowledgements

Area Agency on Aging Advisory Council


Executive

Committee

- Diane Spain, Chair
- Jenny Helman,
Vice-Chair
- Deanna Shaat,
Secretary
- Trayce Beards,
Parliamentarian
- Terry Kelly,
Former Chair

Members

Rick Baum
Kerrily Beaton
Suzanne Edwards
Sandra Hoevertsz
Erick Larson
Larry McCabe
Freddy Piedrahita
Alain Serkissian
Don Streeper
Phyllis Sutter
Robin Thompson



Demographics
of Sonoma
County

28% of the Population are over the age of 60 with 35% projected by 2030

19,786 individuals 18-59 live with a disability
33,556 60+ live with a disability

10.7% of those 60+ are geographically isolated

10% of those over 60 identify as Hispanic/Latino
Per Census Data, of those over 60:

- .6% identify Native American
- 3.5% identify Asian
- 1.1% identify Black
- 4.4% identify Other Race, 3.9% identify 2 or more Races

Priority Populations Served by Funding

Older adults 60+, adults with disabilities and their caregivers

- **Greatest Economic Need:** income level at or below the federal poverty level
- **Greatest Social Need:** noneconomic factors that restrict and individuals' ability to perform daily tasks or ability to live independently:
 - Physical or mental disability
 - Language barriers
 - Cultural or social isolation caused by racial and ethnic status, limited English proficiency, sexual orientation, HIV status, gender identify or gender expression.

Financial Insecurity

Federal Poverty Level for two individuals: \$19,720

The income threshold below which a couple are considered to be in poverty.

Elder Economic Security Standard Index for Older Adult Couple in Sonoma County

- **Renter: \$46,416**
- **Homeowner w/Mortgage: \$57,948**
- **Homeowner w/o Mortgage: \$36,564**

The income required to live in Sonoma County and account for transportation, housing, health and misc.



Process to
Identify
Priorities
for the
County

Surveys: 1,679

- Online and Paper
- English 1,565 Received
- Spanish 114 Received

Focus Groups: 14

Targeted groups included low-income housing communities, Spanish-speakers, Rural/Geographically isolated areas, Urban Areas, LGBTQIA+, Alzheimer's Disease & Caregivers, People with Disabilities & Caregivers.

Stakeholder Interviews: 43

Leaders from Community Services & Supports, Health, Transportation, Housing, Caregiving, Emergency Preparedness, Protection from Abuse, and Economic Security.

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2024 – 2028 Area Plan Priorities


Housing for All Ages & Stages,
Includes Transportation

Health Reimagined

Diversity, Inclusion, Equity, Belonging

Caregiving that Works

Affording Aging, Includes Nutrition



Goal 1:
Housing for All
Ages & Stages

Objectives

- Aging & Disability Service Directory in English & Spanish, Printed & Online through the Aging & Disability Resource Hub www.socoadrh.org
- Information & Assistance through the Aging & Disability Resource Unit (707) 565-INFO (4636)
- Bridge the Gap Housing Specialist
- Aging Better Sonoma County
- Safe Mobility Evidence-Based Programs
- Transportation (One-Way & Voucher)
- Aging & Disability Education Webinar on Housing



Goal 2: Health Reimagined

Objectives

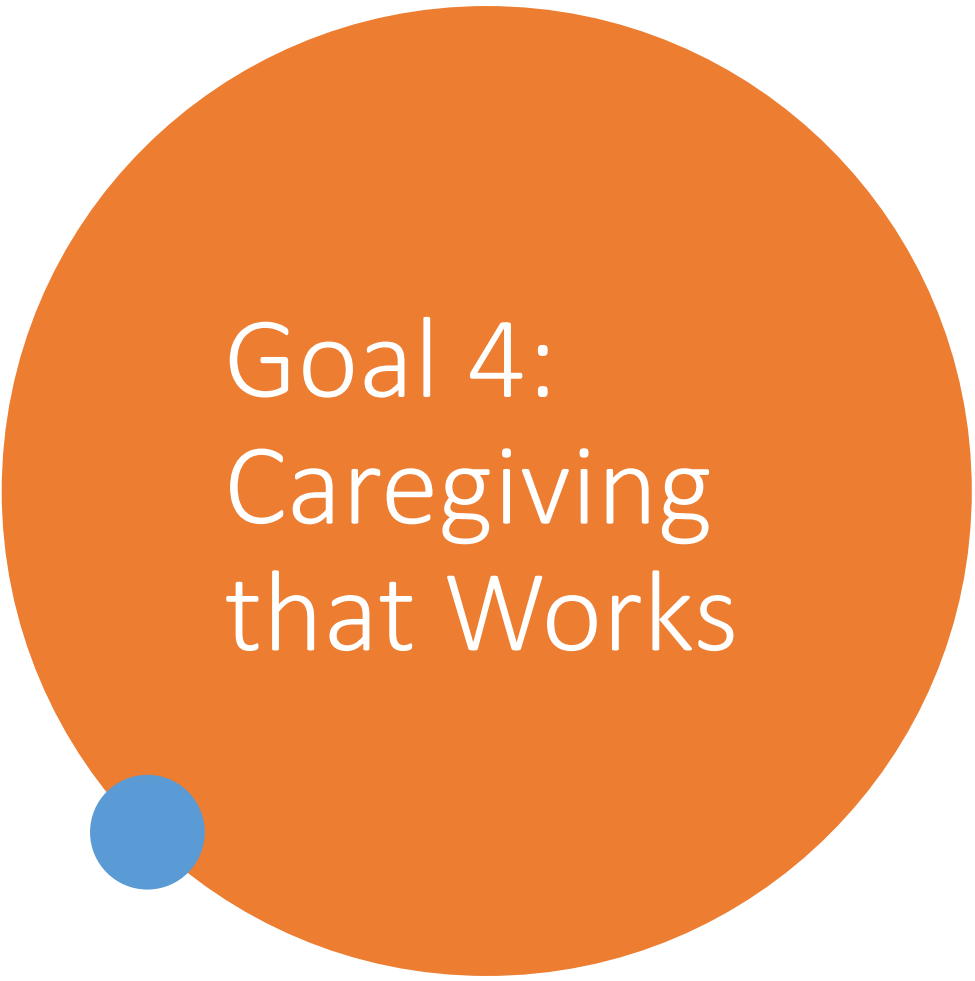
- Adult Day Services
- Alzheimer's Day Services
- Case Management Services
- HICAP
- HIV-Positive Outreach
- Aging & Disability Education Series Webinar on Health
- Linkages Social Workers embedded in Local Federally Qualified Health Centers focusing on mental health



Goal 3:
Diversity,
Inclusion,
Equity &
Belonging

Objectives

- Reduce the Digital Divide
- Legal Assistance & Elder Abuse Prevention
- Ombudsman Program
- Community Education via the Juntos de la Mano Community Health Worker initiative
- Cultural Competency Tools, Anti-Racist Results Based Accountability
- Telephone Reassurance
- Intergenerational Walking School Bus
- Indigenous Elders/Title VI Partnerships
- LGBTQIA+ Engagement & Convening
- Aging & Disability Education Series Webinar



Goal 4:
Caregiving
that Works

Objectives


- Family Caregiver Support: Assessment
- Family Caregiver Support: Support Groups
- Family Caregiver Support: Training
- Family Caregiver Respite: In-Home Supervision
- Partnership with In Home Supportive Services – Public Authority
- Support for Caregiver Job Creation
- Aging & Disability Education Series Webinar on Caregiving



Goal 5:
Affording
Aging

Objectives

- Home-Delivered Meals
 - Congregate Meals
 - Brown Bag Program in partnership with the Redwood Empire Food Bank
 - Intergenerational engagement aligned with Nutrition and Safe-Mobility Programs
- 



Goal 6:
Advisory Council:
Education &
Advocacy

- Through outreach share information such as (707) 565-INFO, Directory and Initiatives
- Facilitate no less than 3 Focus Groups and attend community meetings in priority areas
- Conduct no less than 8 site visits with service providers to share information and learn about issues & needs
- Develop a diverse council representative of the population and those receiving services
- Invite representatives of municipal older adult advisory bodies, legislative representative offices and others to speak at an Advisory Council meeting
- Attend Triple-A Council of California meetings & Invite California Senior Legislature Representatives to speak
- Report to the Board of Supervisors 2x/year



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Public Comment

No more than 3-minutes per speaker.
Notes will be taken by Staff.

Break until 1:30



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Planning & Service Area (PSA) 27

**Request for Proposal:
Services for Older Adults,
Adults with Disabilities &
their Caregivers**

**2024-2028 Area Plan
Programs, Funding & Service
Providers**

March 20, 2024

Request for Proposal (RFP) Services for Older Adults, Adults with Disabilities & their Caregivers

RFP Released in October 2023 for Services 2024 – 2028

RFP Review Committee Established

- 18 Community Members screened and approved by the Human Services Department to serve on the RFP Review Committee without bias or conflict of interest.

61 Proposals submitted by 18 providers

Available Funding: \$3,227,429

Total funding requested through the RFP Process: \$6,108,646

- County now has shovel ready proposals as new funding is identified.

Annual Funding

Older Americans Act (OAA):

Legal Assistance, Adult Day, Alzheimer's Day, Case Management, Caregiving Support & Respite, Transportation, Nutrition, Evidence Based Programs

CalFresh Healthy Living:

Safe Mobility and Nutrition
Intergenerational Activities & Education

Time-Limited Funding

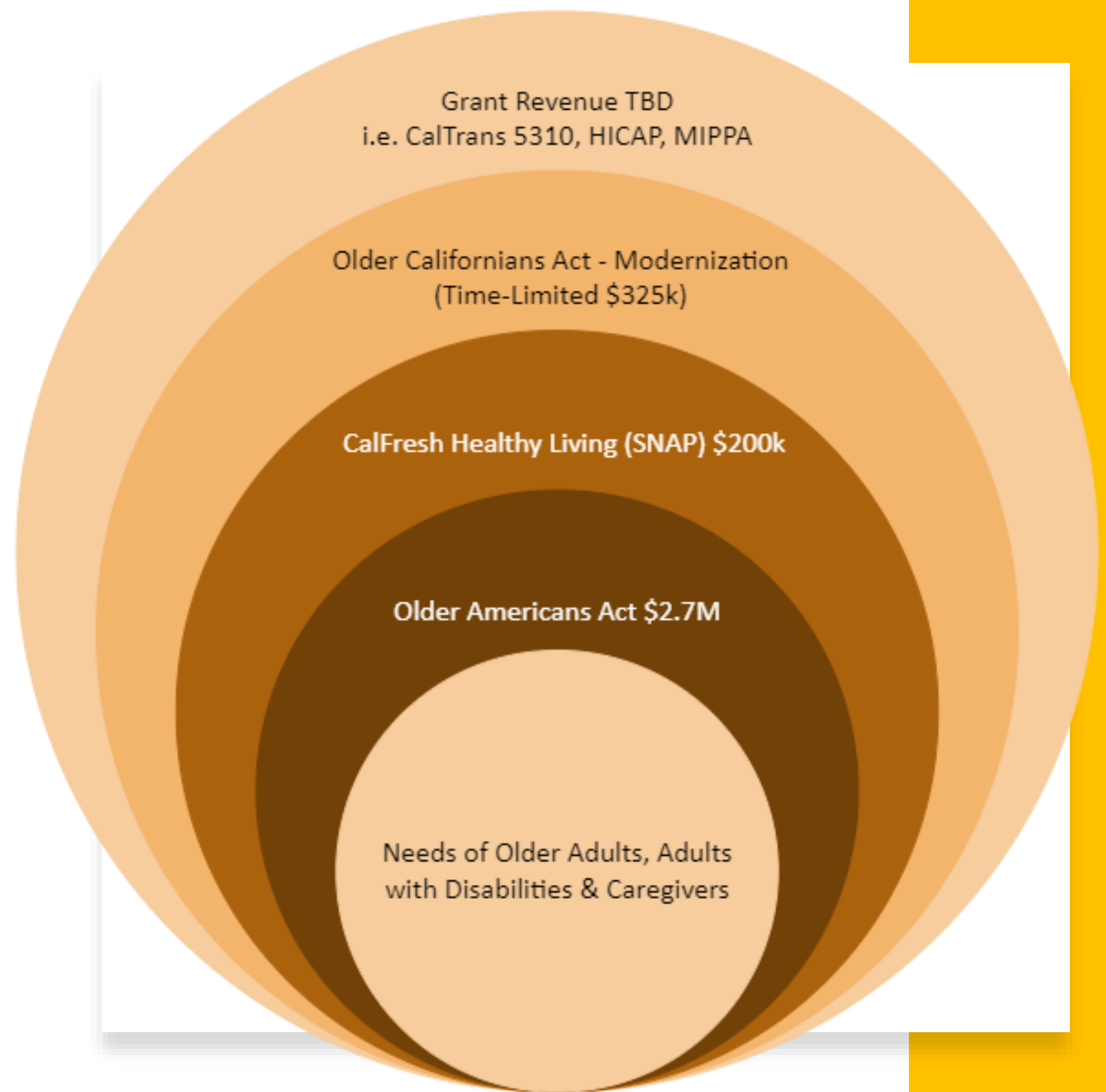
Older Californians Act Modernization:

Nutrition – Meals
Supportive Services – Aging in Place

Grant Funding

CalTrans 5310 – Transportation

HICAP/MIPPA – Health Insurance Access and Support



Funding Recommendations for the Older Americans Act FY2024-25 (July 1 – June 30)

Program, Total Funding, Service Providers



Title IIIB
Priority
Supportive
Services

Adult Day \$108,770

- Council on Aging & Petaluma People Services Center

Alzheimer's Day \$80,000

- Council on Aging

Case Management \$223,833

- County of Sonoma Adult & Aging Linkages, Petaluma People Services Center, West County Community Services

Legal Assistance \$100,000

- Legal Aid of Sonoma County
- 



Title IIIB
Supportive
Services

Community Education \$10,000

- Northern California Center for Well Being

Disaster Preparedness \$10,000

- Emergency Prep Help

Telephone Reassurance \$10,000

- Petaluma People Services Center

Transportation One-Way Ride \$36,500

- Petaluma People Services Center,
Sebastopol Area Senior Center
- 

Title IIIC-1 &
IIIC-2
Nutrition
Programs

Congregate \$220,000

- Council on Aging, Petaluma People Services Center

Home-Delivered \$1,075,000

- Council on Aging, Petaluma People Services Center

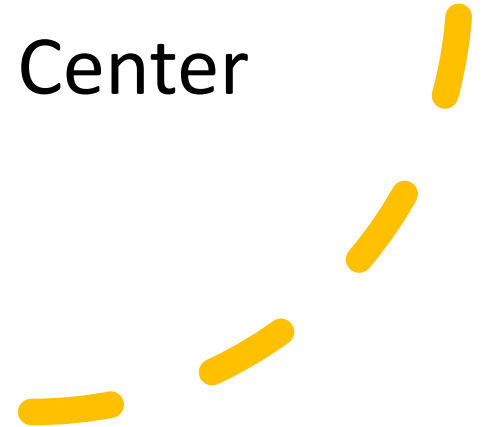
Title III D
Disease
Prevention,
Evidence-Based
Programs

Caregiver Training & Support
Groups \$27,500

- Alzheimer's Association, North Coast Opportunities – Redwood Caregiver Resource Center

Fall Prevention \$9,400

- Petaluma People Services Center



Title III E Family Caregiver

Caregiver Respite: In-Home Supervision \$127,500

- North Coast Opportunities – Redwood Caregiver Resource Center

Caregiver Support: Assessment \$75,000

- Alzheimer's Association, North Coast Opportunities – Redwood Caregiver Resource Center

Caregiver Support: Support Groups \$41,500

- Alzheimer's Association, North Coast Opportunities – Redwood Caregiver Resource Center, Petaluma People Services Center

Title VII, VIIA,
Ombudsman
IIIB, HICAP,
MIPPA

Senior Advocacy Services

- Elder Abuse Prevention \$6,673
- Ombudsman \$305,000
- Health Insurance Counseling & Advocacy Program (HICAP) \$450,845
- Medicare Improvement for Patients & Providers Act (MIPPA) \$98,984

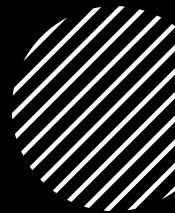
Program Development & Coordination

County of Sonoma AAA Program \$163,000

- Development & Coordination for the Aging & Disability Resource Directory and Information & Assistance (707) 565-INFO (4636)
- Identify partners to convene, develop education/advocacy focus for Aging & Disability Education Webinars on Housing, HIV-Positive, Digital Divide, Indigenous/Native, LGBTQIA+, Caregivers
- Develop cultural competency tools and approaches for staff and service providers
- Develop and Coordinate Advisory Council Objectives including outreach, presentations, focus groups, municipal engagement, service provider engagement, TACC materials, Board of Supervisors engagement.



Adequate Proportion is Defined as the minimum percentages of funding allocation allowable for priority services.



5%

ACCESS

Case Management,
Information &
Assistance,
Transportation



3%

IN-HOME SERVICES

Adult Day,
Alzheimer's Day



3%

LEGAL ASSISTANCE

Legal Services



Minimum allowable for each category is 1%. Percentages are calculated on the annual Title IIIB baseline allocation, minus Title IIIB administration and minus Ombudsman.

Adequate Proportion

- Allocations are justified and sufficient to meet the needs of services within Sonoma County.
- Sonoma County relies on braided funding solutions to fund necessary services. Adequate Proportion relates only to Older Americans Act funding.
- This minimum percentage meets the requirements and allows Sonoma County the flexibility to ensure services are met and providers can fully utilize all funding provided to them.



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