

Seniors' Agenda

2015 Annual Report



Social Services Agency

Department of Aging and Adult Services



Seniors' Agenda

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I. INTRODUCTION

The Seniors' Agenda was formed to coordinate a response to the future needs of the rapidly growing population of people over the age of 60. Santa Clara County, and the rest of the nation, is experiencing this change in the demographic composition of its population. As of the 2010 Census, Santa Clara County's senior population (people 60 years of age or older) make up 15.7% of the population. By 2030, one in four Santa Clara County residents will be over the age 60 (27.6%). The fastest growing segment of this population is the oldest of the old (those 85 or older). The increase in the percentage of people over the age of 60 impacts the whole county as it strives to provide services to meet the needs of this large demographic segment.

The Seniors' Agenda is a collective impact effort to address and prepare for this change. This community initiative focused on seven major areas: (1) Transportation & Mobility; (2) Housing; (3) Volunteerism & Civic Engagement; (4) Funding & Policy; (5) Education & Outreach; (6) Information & Assistance; (7) Mental Health.

In 2011, the County Board of Supervisors called for a plan to begin to address the future needs of this rapidly growing population. The Seniors' Agenda was developed over an 18-month planning effort.

Phase I of the Seniors' Agenda explored the existing service network and identified demographics, issues, service gaps and possible solutions. Sourcewise and the Health Trust were partners in gathering data. The results are summarized in the ***Quality of Life Assessment***¹.

Phase II of the Seniors' Agenda utilized the *Quality of Life Assessment* along with the experience and collaboration of key stakeholders, including many seniors themselves, to create a specific, measurable, realistic and timely ***Plan of Action***² to prepare this community for a positive future. This plan was the collaborative effort of more than 150 individuals from 68 organizations that collectively dedicated more than 1,100 hours of their time over a four month period to outline a vision and a plan for how best to prepare for the burgeoning senior population.

¹ Access this report titled *Quality of Life Assessment* at www.sccgov.org/daas

² Access this report titled *Phase II Action Plan* at www.sccgov.org/daas

The Seniors' Agenda was organized into six work teams that met regularly to address the objectives and goals. The Seniors' Agenda Network Summit meets twice a year for celebrating accomplishments, reaffirming goals and announcing new events. At the request of the planning process, a Project Manager was hired in March 2013 to assist in implementation of the plan and coordinate efforts of participating organizations and agencies. This position became permanent in 2014.

In addition, the Seniors Policy Council for the Seniors' Agenda is comprised of executive level leadership across multiple departments and jurisdictions that meets quarterly to coordinate systems and modify policies and practices recommended by the Seniors' Agendas Work Teams. The Seniors Policy Council began meeting in January 2014.

The Seniors' Agenda continues to build momentum with over 250 individuals from over 110 organizations participating in a collaborative process to make Santa Clara County a county for all ages.



II. WORK TEAM ACCOMPLISHMENTS

Work Team Accomplishments – At a Glance

Work Team	Objective(s)	Status	
Education and Outreach	<u>Objective 1</u> : Identify and describe population subgroups.		Fully launched 2014
	<u>Objective 2</u> : Determine appropriate education and distribution strategies to reach the diversity of seniors.		Fully launched 2014
	<u>Objective 3</u> : Develop recommendations about what materials are most needed for each subgroup.		Fully launched 2014
	<u>Objective 4</u> : Develop an evaluation or feedback loop to see what is effective.		Suspended 2015
Housing	<u>Objective 1</u> : Increase accessibility to affordable housing for seniors who are 50% below the Average Median Income in Santa Clara County.		Ongoing
	<u>Objective 2</u> : Increase availability of affordable home repair.		Ongoing
Information and Assistance	<u>Objective 1</u> : Provide a range of human assistance from volunteers to professional case managers who can help seniors navigate the complex system of services.		Ongoing
	<u>Objective 2</u> : Share updated service information across Information & Assistance database providers		Ongoing
	<u>Objective 3</u> : Ensure that every senior in Santa Clara County has full and equal access to a broad range of information about available services.		Ongoing
	<u>Objective 4</u> : Improve knowledge base of volunteers and providers regarding Information & Assistance.		Fully launched 2014
	<u>Objective 5</u> : Create a web video that educates the public about how to access services.		Suspended 2015

Mental Health	<u>Objective 1</u> : Community Education and Advocacy		Fully launched 2014
Policy and Funding	<u>Objective 1</u> : Policy and funding decisions will support services that enable older adults to age in the environment of their choice.		Ongoing
	<u>Objective 2</u> : Improve quality and affordability of non-medical home care services.		Needs more work
	<u>Objective 3</u> : Determine proportionate share of money currently allocated to various agencies providing senior services.		Ongoing
	<u>Objective 4</u> : Educate foundations and business community about senior issues and needs.		Needs more work
	<u>Objective 5</u> : Coordinate funding requests among groups providing senior services.		Ongoing
	<u>Objective 6</u> : Support County Ballot Sales Tax Measure A.		Fully launched 2014
Transportation and Mobility Management	<u>Objective 1</u> : Improve and lower cost for taxi services.		Fully launched 2015
	<u>Objective 2</u> : Advocate for making streets and sidewalks safe and accessible for elderly pedestrians.		Ongoing
	<u>Objective 3</u> : Provide affordable accessible transportation services to underserved areas.		Ongoing
	<u>Objective 4</u> : Expand Travel Training to increase senior usage of fixed route service.		Fully launched 2014
	<u>Objective 5</u> : Share mobility resources and best practices across agencies and identify service and information gaps.		Fully launched 2014
	<u>Objective 6</u> : Advocate for sustainability and expansion of funding for senior transportation.		Ongoing
	<u>Objective 7</u> : Expand use of TripNet Program.		Fully launched 2014

Volunteerism and Civic Engagement	<u>Objective 1:</u> Launch 2 nd R.S.V.P. program and offer training of agency staff on utilization of community volunteers age 55+.		Suspended 2015
	<u>Objective 2:</u> Expand Senior Peer Advocate Program (SPA) which utilizes volunteers from diverse ethnic communities to assist seniors with I&A.		Fully launched 2014
	<u>Objective 3:</u> Solidify funding and sustainability for AGEnts for Change beyond 12/31/2012.		Fully launched 2014
	<u>Objective 4:</u> Solidify Community Volunteer Network and launch Seniors On-Call Services pilot which provides same day services to seniors with emergency rides or chores.		Fully launched 2014
	<u>Objective 5:</u> Sustain existing volunteer driver programs and expand volunteer driver programs.		Fully launched 2015
	<u>Objective 6:</u> Neighborhood emergency preparedness through volunteerism.		Ongoing
	<u>Objective 7:</u> Support utilization of seniors funded through Title V Senior Employment at senior centers.		Fully launched 2014
Board of Supervisors Policy Recommendations	<u>Objective 1:</u> That the full Board of Supervisors endorse and support implementation of the Phase II Seniors' Agenda Plan.		Fully launched 2014
	<u>Objective 2:</u> That the Board of Supervisors takes responsibility for providing leadership, funding and staff in support of Seniors' Agenda Implementation. This responsibility will include assembling a Senior Policy Council of county agency executive staff, municipal council representatives and executives from other county-wide organizations serving seniors and residents to help achieve these goals.		Fully launched 2014

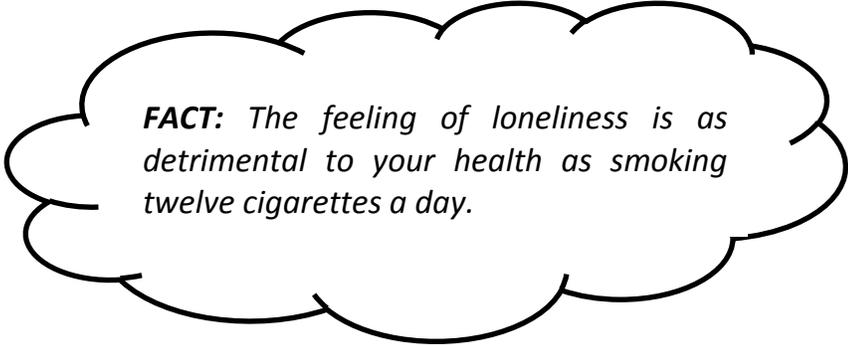
Board of Supervisors Policy Recommendations	<p><u>Objective 3:</u> That priority consideration in funding be given to safety-net programs including: 1) affordable transportation; 2) senior nutrition; 3) coordinated information and assistance including system navigators and professional case managers; 4) elder abuse prevention, including affordable legal services and ombudsmen; and 5) affordable, non-medical in-home care and caregiver respite services; and 6) affordable housing.</p>		Fully launched 2014
	<p><u>Objective 4:</u> That the County supports a full range of services that assist seniors and families in <u>navigating</u> the complex service system. This includes a range of services from Information and Assistance (I&A) volunteers and staff through professional case managers, with special attention be given to: a) Increasing the number of case managers throughout the county; and b) Reaching underserved populations, especially those hampered by language, cultural and economic barriers.</p>		Ongoing
	<p><u>Objective 5:</u> That the Board of Supervisors insure that the County of Santa Clara departments and agencies work in a collaborative fashion to optimize the quality and quantity of services available to seniors.</p>		Fully launched 2014
	<p><u>Objective 6:</u> That the Board of Supervisors hosts semi-annual community forums where providers can inform the public of progress made in implementing the Seniors' Agenda Plan, and provide the community the opportunity to become engaged in and make recommendations on the subsequent stages of implementation.</p>		Fully launched 2014

Board of Supervisors Policy Recommendations	<p><u>Objective 7:</u> That the Board of Supervisors fund the creation and implementation of a marketing campaign to</p> <ul style="list-style-type: none"> a. Promote the goals of the Seniors’ Agenda, b. Raise community awareness of senior needs and what is being done to address those needs, and c. Foster a positive image of aging. This includes the inclusion of regular updates on senior issues in their e-mail blasts and mailings that inform residents of senior resources and opportunities. 		Ongoing
	<p><u>Objective 8:</u> That the Board of Supervisors encourages the concept of Age-friendly communities and publically acknowledges progress in this area. A publication by the World Health Organization entitled <i>Global Age-friendly Cities: A Guide</i> identifies eight elements of Age-friendly communities.</p> <ul style="list-style-type: none"> a. Housing b. <u>Outdoor spaces and buildings</u> c. <u>Transportation</u> d. <u>Community support and health services</u> e. <u>Respect and social inclusion</u> f. <u>Communication and information</u> g. <u>Social participation</u> h. <u>Civic participation and employment</u> 		Fully launched 2015
	<p><u>Objective 9:</u> That the BOS supports legislative efforts to increase funding for senior services and to promote the general well-being of older adults.</p>		Ongoing

Work Team Accomplishments – Detailed Summary

EDUCATION AND OUTREACH

Goal: Promote education and outreach to isolated seniors



FACT: *The feeling of loneliness is as detrimental to your health as smoking twelve cigarettes a day.*

The Education and Outreach Work Team focused on the isolated senior. The senior could be isolated because of language, frail health, dementia, or sexual identity. The Education and Outreach Work Team continued to sponsor educational forums open to Seniors' Agenda participants to understand more about the isolated senior's needs and available resources.

Know Your Rights Initiative Town Hall Meeting for LGBT Families

Congressman Mike Honda kicked off the *Know Your Rights Initiative* Town Hall meeting on April 7th. Over 100 LGBT older adults and their families were provided with extensive education regarding benefits available to many same-sex married couples since the historic Supreme Court *Windsor* decision through the National Committee to Preserve Social Security and Medicare Foundation's Know Your Rights Initiative. Social Security expected large numbers of people would start signing up for spousal benefits and it wasn't the case. San José was one of the California cities selected as a Town Hall meeting site to educate the public on Social Security and Medicare benefits as they apply to the LGBT community.

Hoarding Taskforce for Santa Clara County

This past year, a senior center case manager, psychologist and lawyer took the initiative to organize a Hoarding Taskforce in Santa Clara County to share resources, best practices and build connections among the different people and organization that interact with people with compulsive hoarding behavior. They meet regularly with code enforcement, Adult Protective Services, Public Administrator/Guardian/Conservator and others to educate on the latest research and resources to better address the issues associated with assisting a person with a hoarding disorder.

Planning for a Senior Symposium

In anticipation of the Age-friendly initiative the work team began planning for a Senior Symposium to focus on older adults and increase their knowledge of community resources as well as to participate in the Age-friendly assessment. The Senior Symposium is scheduled to take place in early 2016 with support from the Board of Supervisors.

Reaching Isolated Seniors In Partnership with SCC Fire Department

The Santa Clara County Fire Department firefighters were identified as the distribution strategy to reach isolated seniors in concert with assistance calls for lift assistance or emergency services.

Santa Clara County (SCC) firefighters continue to distribute senior resource packets to older adults in their homes. The following items are included in each packet: the *A Good Place to Start* brochure, a Sourcewise brochure, United Way's 2-1-1 handout, a county-wide list of senior center programs, *Farewell to Falls* brochure, medication and sharps disposal information sheet, a whistle and pen. All responders carry and distribute senior resource packets.

In collaboration with the Saratoga Foothill Club, SCC Fire distributed over 150 falls prevention placemats in every holiday food box delivered to low-income seniors in December.

SCC Fire also teaches a Senior Fire & Fall Prevention program one to two times a month to various senior groups including retirement associations and independent living residences. Falls prevention handouts from StopFalls.org were distributed in English, Vietnamese and Russian by Santa Clara County Fire.

Falls Prevention Taskforce of Santa Clara County

Because falls is the leading cause of hospitalizations for adults over 65 years of age, the Seniors' Agenda joined with the Falls Prevention Taskforce of Santa Clara County to expand the outreach of those programs.

In 2014 - 15, the Falls Prevention Taskforce of Santa Clara County (FPSCC) reached over 2,638 older adult community members, provided 38 falls prevention talks and workshops, and had over 4,000 visits to their website. FPSCC continues to increase awareness and education through the delivery of evidenced-based programs, resource development and advocacy for supportive policies and environments.

HOUSING

Goal: Increase affordable housing for seniors

Promote a Single Coordinated Listing of Senior Affordable Housing Developments to Improve Access to Affordable Housing Options

Seniors' Agenda participants concede that there is a need for a single place to find all affordable housing options. Since 2010, the City of San José and Santa Clara County have provided an affordable housing website, www.scchousingsearch.com. It is supported by socialserve.com, a nonprofit providing affordable housing websites in 36 states. The website is in multiple languages and has a bilingual call center. Last year, the Santa Clara County website had over 180,000 searches done by 65,000 people. This is a 300% increase in users over the year before.

After looking at the websites of Los Angeles and San Mateo Counties and speaking to socialserve.com staff, the Seniors' Agenda has concluded that the City of San José/Santa Clara County's website has not optimized the potential of the website. Socialserve.com offers more than housing locations and availability. The site can be customized for senior, special needs or shared housing. Los Angeles County has taken advantage of training for case managers on how to use the site on behalf of their clients.

The Seniors' Agenda Housing Work Team recommended to the Seniors Policy Council that the City of San José and the County begin to take the necessary steps to boost the usage and visibility of www.scchousingsearch.org and assign a staff person to be responsible for the website. No action was taken.

Advocate for a Shared Housing Program for Seniors in Santa Clara County

The Housing Work Team identified that a shared housing program for seniors who were "house rich, but income poor" was not available in Santa Clara County. Episcopal Senior Communities' Shared Housing for Seniors Program in Marin County was identified as a model program that could be replicated here. The Episcopal Senior Communities (ESC) presented their proposed Shared Housing for Seniors Program to the Seniors Policy Council and requested \$50,000 from the County to augment the \$130,000 allocated by ESC. A year after the initial request to the Seniors Policy Council the ESC withdrew their offer after no funds were secured.

Increase Availability of Affordable Home Repair

Rebuilding Together Silicon Valley (RTSV) provides low-income homeowners much needed home repairs, enabling them to remain independent in their homes. Through the Safe at Home program, clients receive accessibility and aging-in-place modifications such as, wheelchair ramps, wheelchair lifts, half steps, grab bars, raised toilets, railings and bath safety improvements. In addition, RTSV's Safe at Home program provides critical repairs such as roofing, hot water heaters, furnace's, and critical plumbing and electrical repairs for eligible clients. RTSV's services also include the Rebuilding Day program, which bring together teams of volunteers to help revitalize neighborhoods through yard clean-up, debris removal, and painting. In addition, all clients receive fire safety, energy efficiency and water conservation improvements to complement existing services. Repairs critical to safe and healthy housing leverage the skills and helping spirit of over 1,400 area volunteers. Last year, 637 homeowners benefited from Rebuilding Together Silicon Valley's services, totaling over 2,700 repairs. Ninety percent of the clients assisted were seniors and/or disabled.

INFORMATION AND ASSISTANCE

Goal: Improve knowledge about services and assistance to seniors

Information and Assistance for Seniors in Santa Clara County: Call Centers & Web Based

The two major Information & Assistance (I&A) database providers of services for seniors are Sourcewise and United Way's 211. The current statistics for I&A providers show that phone calls, website viewers and printed materials are a vital link for our community. In addition a third provider, linkAges announced at the Seniors' Agenda Network Summit in August 2015 a new website, linkAges list. This online resource will be launched in by the end of 2015.

Sourcewise

The Sourcewise call center received 31,935 new registered calls in 2015 with an average of 160 new registered calls per day. Sourcewise delivers 11,881 newsletters and 5,073 email newsletters quarterly.

211

In 2014, United Way's 211 Santa Clara County gave out over 65,000 referrals to over 31,000 callers, 18% of whom were age 55 and over. The web site, found at www.211SCC.org, had over 172,000 page views. The 211 web site also includes a portal for seniors.

linkAges List: A New Online Resource for Older Adults

The Innovation Center team at Sutter Health's Palo Alto Medical Foundation will be launching a one-county pilot for linkAges list in the fall of 2015, a one-stop easily searchable online community resource database for seniors and family caregivers.

Key features include:

- A broad spectrum of essential senior and caregiver services that includes traditional social services and nonprofits, and also extends to resources relating to quality of life, such as culture, arts and recreation.
- Additional detail beyond contact info and address to include critical attributes (e.g., cost, eligibility, specific services offered) that can help an individual determine whether a service is personally relevant
- Mechanism for consistently checking that service information is up-to-date
- Potential for crowdsourced reviews
- Potential to link back to electronic health record to "close the loop" for both community organizations and the healthcare provider

A Good Place to Start Brochure

A Good Place to Start, a brochure created by AGENTS for Change volunteers in 2013, was translated into Vietnamese, Chinese and Spanish by the Seniors' Agenda. The 2015 edition was updated in the three languages and was most recently reprinted by OUTREACH. Several thousand brochures were distributed through libraries, health fairs, and senior centers. The Santa Clara County Fire and Public Health Departments also distributed the brochure through their programs. The electronic copy of the brochure is also available on the Santa Clara County Department of Aging and Adult Services webpage and can be downloaded in the four languages. The brochure is also available in English on the Santa Clara County Library District website on its PlaneTree link.

Revised Caregiver Brochure

A caregiver brochure was redesigned by the Aging Services Collaborative Caregiver Support Group and printed in Spanish and English by the Department of Public Health. The brochure has been distributed to community centers, libraries and service agencies.

MENTAL HEALTH

Goal: Improve mental health services for older adults in Santa Clara County

The Seniors' Agenda Action Plan acknowledges the *Older Adult Summit Implementation Plan* within the Seniors' Agenda. Behavioral Health Services reports to the Santa Clara Board of Supervisors separately on this implementation plan. Behavioral Health Services is a collaborative partner in the Seniors' Agenda.

Two of the innovative projects for older adults funded by Behavioral Health Services are highlighted:

Black and White Ball: City of San José

In collaboration with the City of San José, the *Aging with Attitude* project provided monthly educational workshops on aging and well-being. There were 112 lunch time presentations. The culmination of the project was a Black and White Ball at the City Hall Rotunda. It was such a success in 2014 that the Black and White Ball will now be an annual event for older adults.

Storytelling Project:

The project provides a culturally-based "storytelling" approach and utilizes the traditional role of elders to transmit culture to develop and present their life story in the presence of family and community. Eighty-five elders have participated in this intergenerational project in their native language of Spanish, Vietnamese and English. This project is administered by the Gardner Health Clinic and Asian Americans for Community Involvement (AACI).

POLICY AND FUNDING

Goal: Increase funding of safety-net services and influence policy creation

Care Coaching by Public Authority Registry

An important program for low income older adults who are eligible for In Home Supportive Services (IHSS) was restored this year by the Public Authority. In-Home Supportive Services consumers are responsible for obtaining their own Independent Provider (IP). This responsibility includes interviewing, hiring, training, supervising and, if necessary, terminating their IP. IHSS consumers referred to Care Coaching have the greatest difficulty fulfilling their obligations as the employer of their IP. These consumers need help because of physical limitations, mental disabilities, or other specific issues, making it necessary for one-on-one assistance with calling IPs, interviewing and handling the IHSS paperwork, and mediating disputes or conflict that may arise. These consumers can now be referred to a Care Coordinator who will conduct in-home visits, explain the IHSS process, and introduce the consumer to what Care Coaching can do and if the consumer is agreeable to assist in the hiring process. The Care Coordinator will screen potential IPs from the pool of registry providers and schedule the interviews with IPs that are the most likely candidates for the consumer. The Care Coordinator will be present at the interviews as a facilitator and assist with the paperwork once the consumer selects an IP. Having access to this service addresses the need for assistance in managing their Independent Provider for IHSS recipients who are not able to do so on their own thus keeping them aging in place.

Caregiver Permit Taskforce

To improve the quality of non-medical home care services, the Policy and Funding Work Team formed ad hoc Caregiver Permit Task Force to research the feasibility of developing a permit process for non-medical in-home support workers (not IHSS), following a model created by Napa County. This task force brought together representatives from the Office of the District Attorney, County Counsel, Sheriff, Adult Protective Services, Public Guardian, Senior Adult Legal Assistance (SALA), SEIU 521, Mental Health Department, Public Health, The Health Trust, Senior Care Commission, and others to make recommendations for creating a policy to further protect vulnerable elders and disabled adults from abuse, including financial abuse. The Task Force has presented its initial recommendations to the Department of Aging and Adult Services Director for comment and guidance and shared their work with several members of the Board of Supervisors.

Beginning in 2016, Statewide legislation will require Home Care Agencies' employees or independent contractors to have a background check. These home care workers will join the 20,000 plus In-Home Supportive Service providers in Santa Clara County who have had to pass a background check since 2009 thus increasing the safeguards for our most frail elders.

World Elder Abuse Awareness Day Workshop

World Elder Abuse Awareness Day was June 15th and to commemorate this event we hosted a workshop for mandated reporters and interested community members. Over 100 people attended this free workshop and heard presentations from experts from Adult Protective Services, Office of the District Attorney, the Alzheimer's Association and Ombudsman for Long Term Care. The positive feedback will make this an annual training for community members as elder abuse is widely under-reported.

Coordinate Funding Requests with other Groups Providing Senior Services

Members of the Policy and Funding Work Team collaborated with the Aging Services Collaborative on the Community Living Connection proposal for Measure A funding.

A sales tax measure is being considered for the 2016 ballot for Transportation. VTA has launched Envision Silicon Valley to help prepare for this potential ballot measure. The Policy and Funding Work Team have participated in surveys and workshops to advocate for affordable transportation for seniors.

TRANSPORTATION AND MOBILITY MANAGEMENT

Goal: Affordable transportation and pedestrian safety

Improve and Lower Cost for Taxi Services – Fully Launched 2015

In a recent phone survey, it was revealed that all major taxi companies operating in Santa Clara County offer a 15% discount to seniors (65 years of age and older) for their services in every city in the county. In 2013, San José was the only city offering this discount.

OUTREACH continued its work on improving taxi service and the cost of using taxis for county seniors through the ongoing assignment of six of OUTREACH's ramp-equipped vans to a local taxi company, expansion of the *Taxi Gift Card* program through which seniors are provided

subsidized gift cards to make use of local taxi services, and a pilot project that is testing the effectiveness of ride sharing services such as Uber to address the transportation needs of seniors.

Increase Affordable Transportation for Seniors

Over the past four years, OUTREACH's *Senior Transportation and Resources (STAR) Program* has experienced 240% growth in senior participants to over 6,700 unduplicated seniors last year. Seniors enrolled in the STAR Program are residents of every city in the county and two-thirds (67%) have incomes below federal poverty guidelines. This growth in participants was accompanied by an almost 900% growth in number of trips supported by the *STAR* and *Senior Nutrition Mobility Management Programs*. It should be noted that the huge increase in the number of trips taken by seniors are due in large measure to the increasing numbers of seniors using public transit (i.e., monthly bus passes). During FY14/15, OUTREACH's programs provided almost 18,000 monthly bus passes to low-income seniors for the year.

Measure A Funding to Expand Funding for Senior Transportation

A major factor in the growth of participants and services provided was the grant received from the County's Measure A Funds beginning in October 2014. Measure A funding enabled OUTREACH to increase *Senior Nutrition Mobility Management Program* services at all senior nutrition sites throughout the county. As a direct result of the Measure A grant, OUTREACH increased the average number of seniors receiving mobility management assistance each month by over 70%. Through the *Senior Nutrition Mobility Management Program*, seniors are offered a range of mobility options to improve their ability to attend their neighborhood senior nutrition program and each senior selects the option that best meets their needs and travel preferences. Mobility options available through the program include: ADA Paratransit rider's fare subsidies, free monthly bus passes, shared ride incentives for volunteer drivers (i.e., gas cards), older adult tricycles, transportation provided by non-profit partners (POSSO, Yu-Ai Kai, Avenidas) and a door-to-door senior lunch ride service. OUTREACH continues to directly assist seniors at all 39 senior nutrition sites in the County.

County Measure A funds are also being used to support OUTREACH's collaborative efforts with the Institute on Aging and their Measure A funded *Community Living Services* program by providing mobility assistance to their older adult participants that support their efforts to live independently.

Expand Use of TripNET Program

OUTREACH developed *TripNET*, a web-based ride scheduling/management tool, that continues to be used by a number of community-based partner organizations to provide transportation for seniors, including seniors who are veterans or homeless. During the past year, OUTREACH assisted Heart of the Valley and their *In a Pinch* program by providing access to the *TripNET* system and subsidized taxi services for those occasions a volunteer driver wasn't available for a senior's urgent need trip.

OUTREACH extended the *Senior Partners* escort/personal care attendant program to paratransit service riders through the creation of *Paratransit Partners Program*. This service provides trained volunteers who provide one-on-one assistance to ADA Paratransit eligible individuals to help them utilize OUTREACH's ADA Paratransit service more effectively and confidently.

Pedestrian Safety

California WALKS and AGENTS for Change are expanding pedestrian safety goals to campaign for the implementation of Senior Speed Zones across the City of San José. Senior Speed Zones would increase safety for pedestrians by posting signage, improving street crossings, and enforcing slower, safer speeds where seniors congregate and walk.

California WALKS, AGENTS for Change, and the California Alliance for Retired Americans (CARA) are expanding their pedestrian safety goals to campaign for Vision Zero in San José and across Santa Clara County. Vision Zero seeks the elimination of deaths and serious injuries from our roadways. They are working on the inclusion of "Safe Routes for Seniors" as an integral component of Vision Zero.

Expand Travel Training to Increase Senior Usage of Fixed Route Service

Valley Transportation Authority (VTA) continues to provide group transit training with its "Daycation," familiarizing and orienting senior participants with public transportation in their community. In addition to the "Daycation," VTA continues to provide travel instruction to service providers and senior volunteers, enlisting the assistance of community partners in providing travel instruction using the "Peer" or "Buddy" model. From January 2014 to date, 58 participants from various agencies have attended VTA'S Train the Trainer Academy and 172 seniors have participated in the "Daycation" program. VTA attends community events and health fairs, providing information on travel options for seniors and persons with disabilities. Presentations are also provided to educate and inform seniors about VTA's programs and services.

In 2014 VTA replaced the high floor community bus with a 30 foot low floor hybrid community bus. These buses are equipped with ramps making boarding easier for individuals who use mobility devices or may have difficulty negotiating steps. These buses are also equipped with a kneeling feature that allows the front of the bus to lower towards the curb easing the first step into the bus.

Advocate for Sustainability and Expansion of Senior Funding

In connection with a proposed county sales tax increase, and the need to assure use of funds for services to older, disabled and low-income individuals, a broad coalition was formed. People Acting Together (PACT) collaborated with Sacred Heart Community Services' United Seniors Action Committee, TRANSFORM, Working Partnerships USA, Friends of Caltrans, United Way Silicon Valley, ATU Local 265, Greenbelt Alliance, Sierra Club and others in developing and advocating a proposal to include dedicated funding for seniors. The coalition continues to work together in preparation for that election. Because of the advocacy efforts, VTA has developed a plan for an inclusive process to build consensus and support for this ballot measure.

VTA has launched Envision Silicon Valley to help prepare for this potential ballot measure. VTA is engaging community leaders to discuss current and future transportation needs, identify solutions and craft funding priorities. VTA has actively included the senior community throughout the Envision process and continues to seek feedback from stakeholders within the senior community. One of the adopted criteria to evaluate projects specifically calls out benefits to the senior and disabled communities.

VOLUNTEERISM AND CIVIC ENGAGEMENT

Goal: Provide opportunities in volunteering, advocacy, training and leadership development with an emphasis on seniors helping seniors

Expand Senior Peer Advocate Program (SPA) which Utilizes Volunteers from Diverse Ethnic Communities to Assist Seniors with I&A

The Senior Peer Advocates (SPA) volunteers are offering system navigation at 16 senior centers. Almaden and POSSO (Portuguese Organization for Social Services and Opportunities) were two new sites added this year. The SPA volunteers represent the diverse ethnic communities they serve at the centers. The Seniors' Agenda collaborated to enhance the outreach to enlist

potential volunteers for the annual SPA orientation training in January where twelve new volunteers were trained. SPA volunteers advise seniors and act as an information and referral resource available to all older adults at senior centers.

Senior Companion Program

The Senior Companion Program matches low income senior volunteers with other seniors who are frail and live alone. A Senior Companion volunteers about nineteen hours per week while serving three clients. The program provides a stipend of about \$2,000 a year as well as a transportation reimbursement.

During the past year, twenty-three Senior Companions provided 24,258 hours of volunteer hours to 56 clients. The average age of the Senior Companion was 79 and the average age of the clients was 85. This federally funded program is a part of the Seniors Council which serves a four county area including Santa Clara County.

In-A-Pinch - Pilot Program a success for Emergency Needs

A new resource has been developed by the Community Volunteer Network with support from the Health Trust. In-A-Pinch (IAP) responds to urgent, unexpected needs of seniors. IAP volunteers help seniors with immediate and unforeseen emergencies in home services. Situations like a smoke alarm ringing, a sick pet needing to go to vet, or running out of toilet paper are all reasons seniors have called Heart of the Valley Services for Seniors for their In-A-Pinch program. The program is popular not only with the seniors, but also with the on call volunteers. After the grant from the Health Trust ended, Heart of the Valley Services for Seniors have continued the program responding to about thirty calls a month.

The In-A-Pinch program was selected to be highlighted as a best practice in the poster session of the American Society on Aging's conference in Chicago. Several hundred conference attendees viewed the poster and spoke with the presenters. Thirty- six organizations from all over the country expressed interest in replicating this program and took a toolkit to start an In-A-Pinch for Emergencies program as part of their volunteer services for seniors.

Volunteer Driver Programs

Avenidas: Door to Door Program

The Avenidas *Door to Door Program* has experienced major growth in services provided over the past two years, increasing from 1,700 rides in FY12/13 to almost 5,000 rides in FY14/15. Additionally, the number of seniors served by the *Door to Door Program* has tripled over that same timeframe. Avenidas has also expanded its days of operation from three to five days and continues to work to address the needs of seniors who travel between Santa Clara and San Mateo counties for health care appointments, to visit family/friends, shop and to reach other destinations that support healthy and independent living.

El Camino Hospital: RoadRunners Transportation

The *RoadRunners Transportation* volunteer driver operated by El Camino Hospital Mountain View & Los Gatos continues to provide services at their Mountain View location and to develop and expand the program's services in the areas surrounding their Los Gatos health care facilities. They continue to actively recruit more volunteer drivers as well as riders for their service.

Heart of the Valley Services for Seniors: In-A-Pinch & Night Riders

Heart of the Valley Services for Seniors continued to expand their *In a Pinch* volunteer driver service for urgent transportation needs and initiated the *Night Riders* service for seniors needing to travel during the evening.

The *Night Riders* service includes an *In a Pinch* feature of providing seniors with transportation on an urgent need basis. During the past year, Heart of the Valley also initiated their *Vets Driving Vets* service that provides older veterans with transportation provided by volunteer drivers who are also veterans.

Support Utilization of Seniors Funded Through Title V Senior Employment at Senior Centers

Peninsula Family Service administers the Senior Community Service Employment Program funded by the National Council on Aging for four counties including Santa Clara County. Last year, they had a total of 194 participants who got a stipend and work experience and of that amount 75 participants were from Santa Clara County. At least three senior centers were assigned older adult participants to be employed at the sites.

BOARD OF SUPERVISORS POLICY RECOMMENDATIONS

In response to a request from the Board of Supervisors, the action planning teams and DAAS staff developed the following eight policy recommendations for action by the Board of Supervisors. These actions are needed to support the successful implementation of the Seniors' Agenda Phase II Plan. There are eight specific policy recommendations:

Recommendation 1: That the full Board of Supervisors endorse and support implementation of the Phase II Seniors' Agenda Plan.

The Seniors' Agenda Phase II Plan was approved by the Board of Supervisor in November 2012.

Recommendation 2: That the Board of Supervisors takes responsibility for providing leadership, funding and staff in support of Seniors' Agenda Implementation. This responsibility will include assembling a Senior Policy Council of county agency executive staff, municipal council representatives and executives from other county-wide organizations serving seniors and residents to help achieve these goals.

A Project Manager was hired in March 2013 to provide leadership and support for the Phase II Plan.

The Seniors Policy Council was approved by the Board of Supervisors in May 2013 and the first meeting was held in January 2014. Sylvia Gallegos of the County Executive's Office convened the Seniors Policy Council members that were designated by the Board of Supervisors. Supervisor Cindy Chavez serves as chair of this council. The initial meeting in January 2014 introduced the goals of the Seniors' Agenda. Steve Schmoll, Sourcewise, presented an overview of the statistics regarding seniors in Santa Clara County. The April and October meeting's focused on affordable housing for seniors with recommendations from the Seniors' Policy Council. The public interest is significant with an average of 30 people attending the quarterly meetings. The next scheduled meeting will be held in December 2015.

See Appendix B for the list of Seniors Policy Council members.

Recommendation 3: That priority consideration in funding be given to safety-net programs including: 1) affordable transportation; 2) senior nutrition; 3) coordinated information and assistance including system navigators and professional case managers; 4) elder abuse prevention, including affordable legal services and ombudsmen; and 5) affordable, non-medical in-home care and caregiver respite services; and 6) affordable housing.

The Department of Aging and Adult Services used these priorities as guidelines for the Aging, Disabled, and Dependent Adult Services community grants funded by the County general fund.

The Board of Supervisors took the safety-net service priorities into consideration for Measure A funding allocations.

Recommendation 4: That the County supports a full range of services that assist seniors and families in navigating the complex service system. This includes a range of services from Information and Assistance (I&A) volunteers and staff through professional case managers, and that special attention be given to: a) Increasing the number of case managers throughout the county; and b) Reaching underserved populations, especially those hampered by language, cultural and economic barriers.

The Board of Supervisors allocated \$2.25 million for three years of Measure A funds for the Community Living Connection program administered by the Institute on Aging, which creates a coordinated intensive professional case management program to help individuals who are currently or at a risk of being institutionalized to remain living in the community.

Recommendation 5: That the Board of Supervisors insure that the County of Santa Clara departments and agencies work in a collaborative fashion to optimize the quality and quantity of services available to seniors.

The Seniors' Agenda has brought together over 110 agencies, community-based organizations and senior advocates to optimize the quality and quantity of services available to seniors. The County Departments of Planning, Public Health, Transportation, Office of the District Attorney, County Counsel, Sheriff, Affordable Housing, Behavioral Health, Fire, and the Department of Aging and Adult Services have been key partners in this collaboration.

Recommendation 6: That the Board of Supervisors hosts semi-annual community forums where providers can inform the public of progress made in implementing the Seniors' Agenda Plan, and where the community has the opportunity to become engaged in and make recommendations concerning the subsequent stages of implementation.

Senior Network Summits were held in January and August 2015 with very positive feedback for the events. Keynote speakers were Dr. Fernando Torres-Gil, UCLA professor of Social Welfare and Director of the Center for Policy Research on Aging Public Policy, Dr. Andrew Scharlach, Professor of Social Work at UC Berkeley and Chris Kennedy, AGE2AGE. Over 175 individuals attended each of the Summits representing over 90 agencies. Accomplishments were highlighted and new initiatives, events and funding opportunities were announced.

See Appendix C for the last two Seniors' Agenda Network Summit Summaries.

Recommendation 7: That the Board of Supervisors fund the creation and implementation of a marketing campaign to

- a. Promote the goals of the Seniors' Agenda,
- b. Raise community awareness of senior needs and what is being done to address those needs, and
- c. Foster a positive image of aging. This includes regular updates on senior issues in e-mail blasts and mailings that inform residents of senior resources and opportunities.

The Board of Supervisor allocated \$50,000 for a marketing campaign to support the Seniors' Agenda which will be developed in 2015-16. This campaign will build public awareness of Aging and the Age-friendly Initiative.

Each of the Supervisors offices has promoted senior activities and resources in their newsletters and community communications.

Recommendation 8: That the Board of Supervisors encourages the concept of Age-friendly communities and publically acknowledges progress in this area. A publication by the World Health Organization entitled *Global Age-friendly Cities: A Guide* identifies eight elements of Age-friendly communities:

- a. Housing
- b. Outdoor spaces and buildings
- c. Transportation
- d. Community support and health services
- e. Respect and social inclusion
- f. Communication and information
- g. Social participation
- h. Civic participation and employment

In the 2015 State of the County address, Board of Supervisor President Dave Cortese announced the County’s plan to pursue the designation by the World Health Organization’s (WHO) Age-friendly status. The work and collaboration of the Seniors’ Agenda while implementing the three year Plan of Action has been in alignment with the World Health Organization’s designation for an Age-friendly County. In addition, the County will continue our partnership with the City of San José started in 2005 with the 10 year strategic plan, “Community for a Lifetime”. The goal is for all 15 cities to join the county in receiving the Age-friendly designation by the World Health Organization. As of now, three additional cities have expressed serious interest in becoming Age-friendly. Although each municipality must submit their own application, through the Seniors’ Agenda all can collaborate on the assessment, public awareness campaign, and data collection. CAFÉ (Center for Age-friendly Excellence) will be providing technical assistance through the assessment process and application preparation. The timeframe is to begin the assessment process in the Fall 2015 and have an assessment focus on the eight WHO livability domains with community selected initiatives for a three year plan completed in one year. The engagement of the public including seniors, professionals and municipal networks will continue throughout the process. The goal is to submit our application to the World Health Organization by the winter of 2015.

See Appendix D for the 8 Domains of Livability Age-friendly; Appendix E for how we Cultivate Partnerships and Leverage Resources; and Appendix F for the Age-friendly Assessment Timeframe.

Recommendation 9: That the BOS support legislative efforts to increase funding for senior services and to promote the general well-being of older adults.

The Board of Supervisors adopted the 2013 Legislative Policies that support aging and adult services covering the priorities of the Seniors’ Agenda.

III. New Partners - New Programs



Senior Safari Walkabout at Happy Hollow Park and Zoo

The Senior Safari was successfully launched last year with over 2,000 participating. In its second year the word is spreading and the attendance continues to grow. Over 500 seniors (50 plus) attended the July Senior Safari. The total attendance is expected to be over 2,500. Residents from a nursing home in Morgan Hill and members of the Green Thumb Garden Club in Milpitas were two of the groups who enjoyed the active aging event at the zoo. Senior walkers got to watch the tortoise eat her breakfast, hula hoop and get in their 10,000 steps for the day. The Senior Safari continues to offer free admission and parking one hour before the Happy Hollow Park and Zoo opens on the last Thursday of the month from May – September. KQED has become a new sponsor and joins the Kaiser Foundation in supporting this healthy aging event.

Santa Clara County Parks and Bay Area Older Adults - HIKES 50+

Bay Area Older Adults and Santa Clara County Parks have partnered to offer hikes for adults age 50+ as part of Bay Area Older Adults preventative health program. The Park Ranger led hikes gives seniors an opportunity to explore the 29 County parks. Over 800 seniors have participated in the past year. For many, this was their first time in a County park.

Community Conversations on Dementia in Santa Clara County

The Alzheimer's Association of Northern California and Northern Nevada and the Department of Aging and Adult Services co-sponsored a series of Community Conversations for stakeholders on Dementia to identify the needs and make a strategic plan to address the growing number of the population with dementia living in our communities. This was supported by a grant from the Eli Lilly Foundation who has hosted similar Community Conversations in over a dozen cities around the country.

There are over 30,000 residents with dementia in Santa Clara County and it is projected to double to 60,000 residents over the next decade, creating an urgent need to support people with dementia and their caregivers. This growing epidemic brought together seventy-five diverse attendees from forty agencies, government departments and hospitals for education and planning. There were forty plus action items developed from the three sessions. The action items focused around three areas: Education and Training; Strengthening the Bridge between the Medical and Community Based Services and System Change. Action items are being implemented such as grand rounds on dementia at hospitals, training of the Santa Clara County Fire Department on effective ways to recognize and interact with an individual with dementia during a first responder call.



Dementia Friendly America Pilot Site

Because of our robust and diverse community conversation, Santa Clara County was selected to be a pilot community for Dementia Friendly America. This new initiative was announced in July at the White House Conference on Aging. A dementia friendly community is defined as one that is informed, safe and respectful of individuals with dementia and their families, provides supportive options, and fosters quality of life.

Led by the Dementia Friendly America initiative (DFA), Santa Clara County will take action by leveraging tailored resources in business, community-based services and supports, faith communities, health care communities, legal and financial services, local government and residential settings. Santa Clara County joins communities from across the nation including: Tempe, AZ; Denver, CO; Prince George's County, MD; Knoxville, TN; and the state of West Virginia. Dementia Friendly America is set to launch a web-portal in the fall, which will include sector-specific tools and resources for those interested in working toward dementia friendliness.



Older Americans Month

Older Americans Month was celebrated this past May with a proclamation from Board President Dave Cortese and fellow Supervisors. About twenty Seniors' Agenda colleagues were on hand for proclamation followed by a reception hosted by Supervisor Cortese.

IV. CONCLUSION

In 2012, the Seniors' Agenda through a community wide process developed a three-year plan of action. As this cycle comes to an end there are many improvements and more resources for seniors in Santa Clara County than there were three years ago.

The Seniors' Agenda Accomplishments include:

- Secured over \$5 million in funding for new and restored programs and resources for older adults
- Trained over 300 professionals received training by nationally recognized experts
- Provided translation and printing of informational and education materials for outreach
- Increase collaboration among community based organizations, government agencies and medical institutions for improved delivery of services to seniors.

These accomplishments are due to the effort of Seniors' Agenda work teams as well as the renewed collaboration among agencies and the increased awareness of government and elected officials on the needs of older adults. That fact is that the population is growing at the rate of 10,000 baby boomers turning 65 every day for the next 17 years in the United States alone shows us there is more work to do. This is a global phenomenon and that is why the World Health Organization began a network of Age-friendly cities to share best practices and promote awareness of how to design our cities and programs through the lens of an older adults.

The work of the Seniors' Agenda lends itself to Santa Clara County becoming an Age-friendly County. Over twenty-eight cities in the United States have been accepted as an Age-friendly City by the World Health Organization and the momentum is building for all cities to become Age-friendly. AARP has sixty-one cities signed on for the AARP Network of Age-friendly Communities program. Santa Clara County will be on the forefront and demonstrate a regional model in an area rich in ethnic diversity, innovative technology and strong collaboration. The Center for Age Friendly Excellence (CAFÉ) will provide technical assistance for the county and all cities in Santa Clara who are committed to actively work toward making their city a great place for people of all ages.

The City of San José and Santa Clara County will continue their partnership by collaborating on the assessment and developing a plan of action for the next five years. The Seniors' Agenda's first Plan of Action was developed during the recession and was impacted by cutbacks and layoffs. It is important to bring the community together again at a more optimistic time to look ahead to the next five years.

V. APPENDICES

Special THANK YOU to the following agencies for contributing to the **APPENDIX A**
Seniors' Agenda!

- 4 C's
- Agape Long Term Care
- Age2Age
- AGEnts for Change
- Aging Services Collaborative (ASC)
- Alzheimer's Association
- Asian American Recovery Services
- Asian Americans for Community Involvement (AACI)
- Ask Barbara
- Avenidas
- Bay Area Older Adults
- CA Public Utilities Commission
- C.A.R.A (California Alliance for Retired Americans)
- CAFÉ (Center for Age Friendly Excellence)
- California WALKS
- Campbell United Methodist Church
- CareMavens
- Catholic Charities
- Centennial Recreation Senior Center-Morgan Hill
- Center for Healthy Aging in Multicultural Populations (CHAMP), SJSU
- Century 21
- Change Helpers
- Church of Chimes
- City of Campbell
- City of Gilroy Recreation Department
- City of Los Altos
- City of Milpitas
- City of San Jose, Housing
- City of San Jose Library
- City of San Jose, P.R.N.S.
- City of San Jose, Senior Citizens Commission
- City of Santa Clara
- Community Health Partnership
- Community Services Agency
- Community Volunteer Network of Silicon Valley
- EAH Housing
- Eastside Neighborhood Center
- Eden Housing
- El Camino Hospital
- Episcopal Senior Communities
- Family Caregiver Alliance
- Family Matters In-Home Care
- Foster Grandparent Program, Santa Clara County
- Gardner Senior Center
- Good Samaritan Hospital
- Happy Hollow Park and Zoo Foundation
- Heart of the Valley Services for Seniors
- Home Instead
- Hospice of the Valley
- Housing Authority of Santa Clara County
- Institute on Aging
- Jewish Family Services of Silicon Valley (JFSSV)
- Jewish Federation of Silicon Valley
- League of Women Voters
- LifeSTEPS
- Live Oak Adult Day Care
- Long Term Care Ombudsman
- Los Altos Senior Commission
- Los Gatos Commission on Community & Senior Affairs
- Love INC.
- Medical ALERT
- Mid-Peninsula Housing
- Northern California Presbyterian Homes and Services (NCPHS)
- Office of Assembly Member Bob Wieckowski
- Office of Assembly Member Rich Gordon
- Office of San Jose City Councilmember Johnny Khamis
- Office of Congresswoman Zoe Lofgren
- Office of San Jose Mayor Sam Liccardo
- Office of State Senator Jim Beall
- Office of State Senator Paul Fong
- Office of Supervisor Cindy Chavez
- Office of Supervisor Dave Cortese
- Office of Supervisor S. Joseph Simitian
- Office of Supervisor Mike Wasserman
- Office of Supervisor Ken Yeager
- OnLok Lifeways
- OUTREACH
- Palo Alto Medical Foundation (PAMF) Drucker Center
- Peninsula Family Services
- People Acting in Community Together (PACT)
- Portuguese Community Center (POSSO)
- Project ACCESS
- PRxDigital
- Rebuilding Together Silicon Valley
- Respite and Research for Alzheimer's Disease
- Retired and Senior Volunteer Program (RSVP) San Mateo/North Santa Clara County
- Right at Home
- Sacred Heart Community Services
- San Jose State School of Nursing
- Santa Clara County Affordable Housing Department
- Santa Clara County Department of Aging and Adult Services
- Santa Clara County Fire Department
- Santa Clara County Health and Hospital, Suicide Prevention
- Santa Clara County Library
- Santa Clara County Mental Health Department
- Santa Clara County Mental Health Homeless Systems
- Santa Clara County Open Space Authority
- Santa Clara County Planning Department
- Santa Clara County Public Health Department
- Santa Clara County Senior Care Commission
- Santa Clara County Social Services Agency
- Santa Clara County Valley Medical Center, Geriatric Clinics
- Santa Clara Senior Center
- Saratoga Senior and Adult Care Center
- Satellite Healthcare
- Second Harvest Food Bank
- SEIU 521
- Senior Adult Legal Assistance (SALA)
- Senior Companion
- Senior Peer Advocates (SPA)
- Seven Trees Senior Center
- Silicon Valley Independent Living Center (SVILC)
- Silicon Valley Council of Nonprofits (SVCN)
- Silicon Valley FACES
- Silicon Valley Healthy Aging Partnership-Falls Prevention
- Social Security Administration
- Sourcewise
- Stanford Health Care
- Sunnyvale Community Center
- Sutter Health
- The Health Trust
- Therapy in Your Home
- TRANSFORM
- United Senior Action Committee
- United Way 211
- Valley Transportation Authority (VTA)
- Verity Money Management
- Vintage Silver Creek
- VITAS Healthcare
- Volunteer Network of Silicon Valley
- Wellpoint
- Whole Brain Health
- YMCA, Silicon Valley
- Yu-Ai Kai-Japanese American Community Senior Service

SENIORS POLICY COUNCIL-FOR THE SENIORS' AGENDA

Name	Agency/Organization
Katherine Harasz, Interim Executive Director	Santa Clara County Housing Authority
Bill Shoe, Principal Planner	Santa Clara County, Department of Planning and Development
Cindy Chavez, CSFC Chair (ex officio)	Santa Clara County, Board of Supervisors Children, Seniors and Families Committee (CSFC)
Sara Cody, Public Health Officer	Santa Clara County, Public Health
Greta Helm, Chief External Affairs Officer	Santa Clara Valley Transportation Authority
James Ramoni, Director	Santa Clara County, Department of Aging and Adult Services
Mark Linder, Representative	Cities Managers Association of Santa Clara County
Toni Tullys, Director	Santa Clara County, Mental Health Department-Behavioral Health Services
Norberto Dueñas, Deputy City Manager	City of San Jose
Rene Santiago, Deputy County Executive	Santa Clara County, Health and Hospital Systems
Steve Schmoll, Executive Director	SOURCEWISE (Previously Council on Aging Silicon Valley)
Amy Andonian, Representative	Aging Services Collaborative (ASC)
Suzanne Wolf, Deputy Director	City of San Jose, Parks, Recreation and Neighborhood Services
Sylvia Gallegos, Deputy County Executive	Santa Clara County
Diana Miller, Seniors' Agenda Project Manager *Staff Support	Santa Clara County, Department of Aging and Adult Services



Seniors' Agenda

Seniors' Agenda Network Summit January 28, 2015

Participation

162	Registrants
173	Attendees
72	First time participants
88	Agencies
12	Cities



Agenda at a Glance 1:00 p.m. to 3:00 p.m.

12:30 p.m. Refreshments and Networking

1:00 p.m. Welcoming Remarks

*Paul Resnikoff, Councilmember
City of Campbell*

*Supervisor Dave Cortese
Santa Clara County*

1:15 p.m. Celebration of Accomplishments

1:25 p.m. Keynote Speaker

*Andrew Scharlach, PhD Eugene and
Rose Kleiner Professor of Aging at
the School of Social
Welfare, University of California, Berkeley*

*Chris Kennedy
Age2Age*

2:15 p.m. Seniors' Agenda Huddles

2:45 p.m. New Resources for Seniors

2:55 p.m. Closing Remarks

*James Ramoni, Director Department
of Aging & Adult Services Director*



FOR MORE INFORMATION ON THE SENIORS' AGENDA, PLEASE VISIT: WWW.SCCGOV.ORG/DAAS

Special THANK YOU to the following for contributing to the Seniors' Agenda Network Summit:

- ★ Happy Hollow Foundation ★
- ★ Parsley Sage Rosemary & Thyme Catering ★
- ★ Natalie Brooke Photography ★
- ★ Emily LaScola, Age2Age ★
- ★ City of Campbell ★

Positive Evaluation Responses

92%	Overall Quality
97%	Location and Accessibility
92%	Usefulness of Information
96%	Keynote Speaker

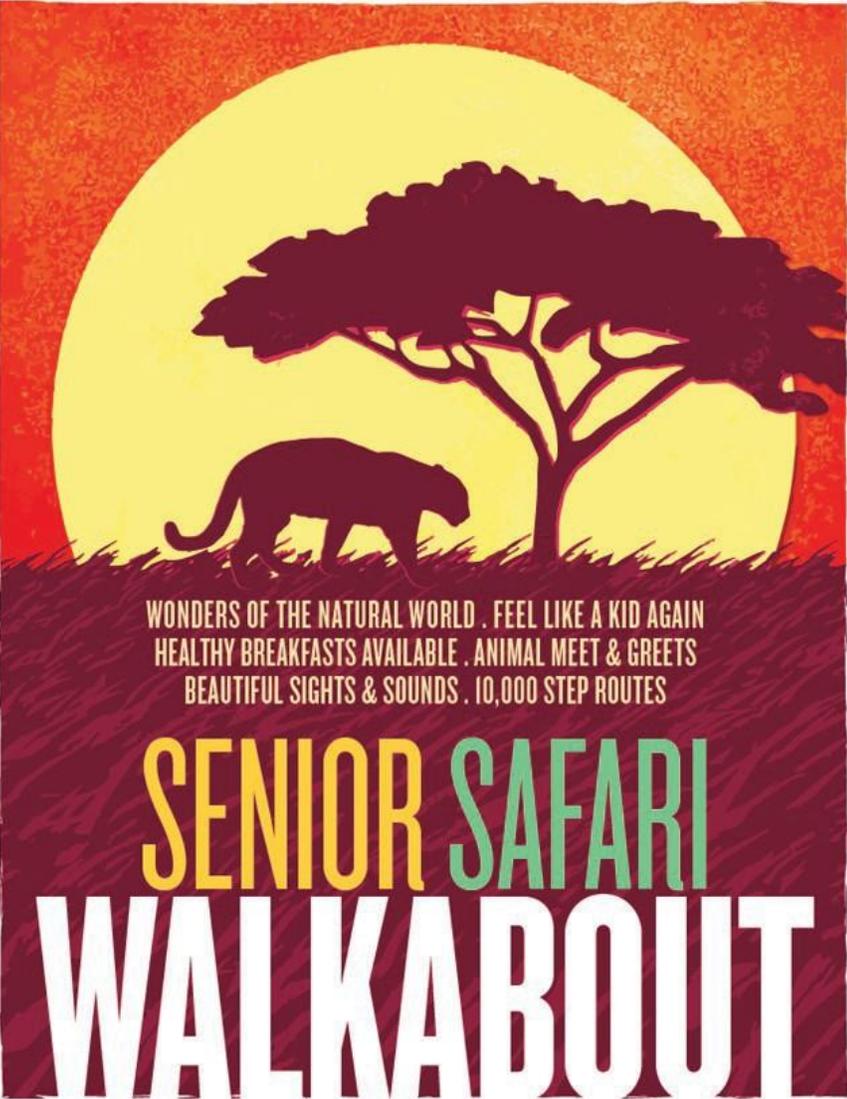
Age-Friendly Community

“Essential” Community Characteristics

- Transportation/Mobility
- Community-Based Support Services
- Housing Designed for All Ages
- Wellness and Health Promotion Programs
- Civic Participation Opportunities
- Leisure Activities
- Information

*Andrew Scharlach, PhD
Seniors' Agenda Network Summit Presentation,
January 2015*

Web-based survey conducted as part of Creating Aging-Friendly Communities online conference, March 2008



EXCLUSIVELY FOR AGES 50 AND OVER // FREE ADMISSION & PARKING – STAY ALL DAY!

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**SAVE THE DATE! Next Network Summit: August 26, 2015
1:00 p.m., Camden Community Center**



Seniors' Agenda Network Summit

August 26, 2015



A Road Map to an Age-Friendly Silicon Valley



AGENDA AT A GLANCE

- 1:00 p.m. Refreshments and Networking**
- 1:30 p.m. Welcoming Remarks**
Sam Liccardo, Mayor City of San Jose

Robert Menicocci, Director Santa Clara County, Social Services Agency
- 1:45 p.m. Keynote Speaker**
Fernando Torres-Gil, PhD Professor of Social Welfare and Public Policy at UCLA
- 2:30 p.m. Celebration of Accomplishments**
- 2:40 p.m. What's New?**
- 3:05 p.m. World Health Organization's Age Friendly City**
- 3:15 p.m. Seniors' Agenda Huddles**
- 2:55 p.m. Closing Remarks**
James Ramoni, Director Department of Aging & Adult Services

PARTICIPATION	160	Registrants
	185	Attendees
	72	First time participants
	90	Agencies
	7	Cities

ACCOMPLISHMENTS

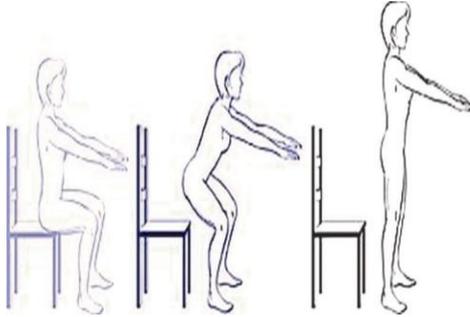
- \$4.5 million new funding for Senior Transportation and Case Management
- Know Your Rights Town Hall for LGBT Families and Social Security
- Community Conversations on Dementia:
 - ⇒ 75 Stakeholders, representing 40 agencies
 - ⇒ 40+ Action Items for education, system change and strengthen bridge between medical and community services
- World Elder Abuse Awareness Day-workshop with six speakers for over 100 people
- Senior Safari at Happy Hollow Park and Zoo– In it's second year attendance has grown by 50%



NATIONAL FALLS PREVENTION WEEK

SEPTEMBER 21st – SEPTEMBER 27th

#SIT2STANDCHALLENGE



Special THANK YOU to the following for contributing to the Seniors' Agenda Network Summit:



Positive Evaluation Responses

85%	Overall Quality
96%	Location and Accessibility
81%	Usefulness of Information
93%	Keynote Speaker



"No matter what people tell you, words and ideas can change the world."

-Robin Williams

What's New?



San Jose Senior Games return October 2nd –3rd



#SIT2STANDCHALLENGE National Falls Prevention Week September 21st-September 27th



Dementia Friendly America- One of Seven Selected Pilot Sites



SANTA CLARA COUNTY SOCIAL SERVICES AGENCY

Funding Available for "Friends from Meals on Wheels-An Isolated Senior Socialization Program" Contract



linkAges™ Linkages List-New Online Resource

SAVE THE DATE! Next Network Summit: January 27, 2016

8 DOMAINS OF LIVABILITY





CULTIVATING PARTNERSHIPS, LEVERAGING RESOURCES



- **Professional Network**
- **Interdepartmental Team**
 - County/Cities Departments
- **SVAFCC Network**
 - 16 Cities
 - Los Altos & Los Altos Hills
- **Advisory Taskforces**
 - City specific
 - Seniors Policy Council expanded



AGE-FRIENDLY ASSESSMENT TIMEFRAME

FALL 2015

- Develop Assessment
- Begin Application
- Organize Taskforces in Cities

WINTER 2015

- Outreach
- Focus Groups
- Community Awareness Campaign

SPRING 2016

- Set Priorities
- Develop Strategies

SUMMER 2016

- Syntheses
- Draft plan

FALL 2016

- Present 3 year plan to Supervisors, City Councils
- Public Comment

WINTER 2016

- Application submitted to World Health Organization
- Application accepted with celebration
- Publish findings and begin implementation

Engagement of Public, Professional & Municipal Networks throughout process