



## Summary of the Draft - Strategic Plan Fiscal Year 2024-2028

The purpose of this document is to provide the public with the goals, proposed services and strategies for FY 2024-2028. The delivery of programs and services in FY 2024-2025 is contingent upon the availability of funds from all sources (Federal, State and County). The California Department of Aging has not released funding estimates for FY 2024-2025. As these amounts are known, adjustments will be made to the services to be provided next fiscal year.

This document is considered the summary of the draft which is a snapshot of proposed services to be provided. A more formal and longer plan will be submitted to the Board of Supervisors for approval in April 2024.

### WHO ARE WE?

The Ventura County Area Agency on Aging, a division of the Human Services Agency is the principal agency that addresses issues that relate to older adults, people with disabilities, and their caregivers. In addition to providing several direct programs, we also develop, enhance and maintain community-based systems of care that provide services, which support independence and protect the quality of life of older persons and persons with functional impairments. We also promote citizen involvement in the planning and delivery of services for Ventura County's older population, people with disabilities, and their caregivers. We accomplish these objectives through a network of education, advocacy, problem-solving, program planning and service delivery, and by utilizing a variety of funding sources.

Our governing body is the Ventura County Board of Supervisors. They set the policy, determine funding, and approve the strategic plan and its submission to the California Department of Aging. We also have a 39-member Advisory Council that determines programming, funding priorities, advocacy efforts and makes recommendations to the Board of Supervisors. The Advisory Council is made up of representatives from each city, Board of Supervisors representatives, service provider representatives, focused population representatives and members of the California Senior Legislature.

### WHOM DO WE SERVE?

We provide services to:

- Older adults 60 years of age and older
- Persons with disabilities
- Unpaid caregivers

Services provided are dependent upon the funding requirements as well as program eligibility.

Our goal is to target our services to those in need and to make sure that our program participants mirror the composition of the community we serve. According to California Department of Aging

the current total population of people over the age of 60 in Ventura County is 211,902, which is a 2 percent decrease from 2023. By the year 2030 there is an expected increase of older adults 60+ by 30 percent.

Of these 211,902 individuals:

- 8,300 are non-English speakers
- 77,237 are minorities
- 17,985 have incomes below the federal poverty level
- 31,363 are Medi-Cal eligible
- 5,252 are geographically isolated
- 6,485 are aged 65 or older and SSI/SSP eligible
- 64,610 are older than 75
- 33,820 live alone

Our demographics are like the state averages but reflect a less diverse and slightly more affluent population.

| Priority Categories      | Ventura County<br>N=211,902 | State of California<br>N=9,146,021 |
|--------------------------|-----------------------------|------------------------------------|
| Minority 60+             | 36%                         | 48%                                |
| Low-income 60+           | 8%                          | 12%                                |
| Medi-Cal eligible 60+    | 15%                         | 23%                                |
| Geographic isolation 60+ | 3%                          | 5%                                 |
| SSI/SSP 65+              | 3%                          | 6%                                 |
| Population 75+           | 30%                         | 31%                                |
| Lives alone 60+          | 16%                         | 17%                                |
| Non-English-speaking 60+ | 4%                          | 5%                                 |

## OUR GOALS ARE SIMPLE

1. Provide resources and services
2. Increase awareness of programs and services

We plan to accomplish these measurable goals in 2024 and beyond through providing direct services as well as contracting with other community-based organizations. Our goals contain strategies to include opportunities for collaboration and capacity building as well as to identify and address emerging needs and issues of the population we serve. The projected start date for all activities is July 1, 2024, which will run through June 30, 2025. No services being provided are funded by Title IIIB Program Development and Coordination dollars.

## OUR PRIORITIES

During a strategic planning session held by the Advisory Council in January 2023, the following programs and efforts have been reaffirmed as priority objectives that:

1. Help older adults maintain their independence and ability to live at home.
2. Protect older adults living in long-term care facilities.
3. Provide home-delivered meals.
4. Provide health insurance information and system navigation through unbiased counseling.
5. Provide evidence-based classes that help prevent falls.
6. Provide congregate meals.
7. Prevent abuse and protect the rights of older adults to include case management for those that have been abused.
8. Provide transportation.
9. Provide family caregiver with information and assistance about available resources.
10. Provide emergency food.
11. Communicate to the public who we are, the services we provide, and the resources available.

This means that although all the objectives listed below are important, as are the additional strategies and activities to be undertaken to meet these goals, additional efforts that may include staff time and resources will be focused on these priorities.

| <b>Goal 1</b> Provide resources and services to older adults, people with disabilities, and their unpaid caregivers that promote optimal well-being with an emphasis on wellness, safety, and community livability. |   |                    |                   |                        |   |
|---|---|--------------------|-------------------|------------------------|---|
| #   | Category and narrative for Objective  | # Of service units | #Of people served | Source of Funding      | Update Status – New, Same, Decrease or Increase |
| 1   | Transportation – provide transportation to ensure older adults and persons with disabilities have access through accessible transportation to fully participate in the community.   |                    |                   |                        |   |
|   | For persons aged 60 and older, provide one-way trips to/from congregate meal sites  | 3,175              | 1,697             | Title IIIB             | Decrease  |
|   | Provide one-way trips for non-emergency medical appointments, shopping, etc.  | 60,000             | 4,500             | Title IIIB, VCTC CARES | Increase  |
| 2   | Food and Nutrition – provide meals, supplemental food, nutrition counseling and education to ensure that older adults have access to nutritional meals, fresh fruits, and vegetables; as well as information to make healthy choices. |                    |                   |                        |   |
|   | Congregate meals  | 120,000            | 2,300             | Title IIIC1-NM         | Decrease  |
|   | Home-delivered meals  | 286,900            | 2,000             | Title IIIC2-NM         | Increase  |

|   |  |                     |         |                                 |          |
|---|--|---------------------|---------|---------------------------------|----------|
|   | 30 Day Meal Program Food Box   | 4,400               | 400     | Title IIIC2-NM                  | New      |
|   | Supplement the meal program by planting and harvesting fresh produce in VCAAA's Senior Nutrition Garden.   | 20,000 lbs. produce | 900     | County, CalFresh Healthy Living | Same     |
|   | Nutrition Counseling (sessions)  | 320                 | 320     | Title IIIC                      | Same     |
|   | Nutrition Education (sessions)   | 596                 | 70      | Title IIIC                      | Same     |
|   | Provide education and promote physical activity (classes)  | 85                  | 85      | CalFresh Healthy Living         | Increase |
| 3 | Health, Fitness and Fall Prevention – provide evidence-based physical fitness classes to promote health and prevent falls. Additional help will be made available to older adults who have already experienced a fall.         |                     |         |                                 |          |
|   | Short-term case management for individuals that have fallen. Referrals come from emergency response and emergency department staff for people 65+ in Ojai, Ventura, Oxnard, Port Hueneme, and Camarillo                        | 70                  | 70      | COV                             | Same     |
|   | Provide Evidence-Based Classes (Classes include Tai Chi: Moving for Better Balance, Stepping On, A Matter of Balance and Walk with Ease (Arthritis Foundation), Diabetes Empowerment Education Program (DEEP)                  | 5,500               | 300     | Title IIID                      | Increase |
| 4 | Family Caregiver Services – provide programs and services to assist unpaid, informal caregivers, including older adults (such as grandparents) aged 55 and older raising children aged 18 and younger (such as grandchildren). |                     |         |                                 |          |
|   | Caring for older adults:   |                     |         |                                 |          |
|   | Caregiver Information and Assistance   | 5,500               | 245     | Title IIIE                      | Same     |
|   | Caregiver Information Services   | 20                  | 800,000 | Title IIIE                      | Same     |
|   | Caregiver Support Services: caregiver assessment, case management, support groups, training, and counseling (hours)  | 1,750               | 565     | Title IIIE                      | Same     |
|   | Caregiver Respite Services: in-home, out of home overnight care and out-of-home day care (hours)   | 3,500               | 180     | Title IIIE                      | Same     |
|   | Caregiver Supplemental services: home modifications, assessments, assistive technology (occurrences)   | 182                 | 86      | Title IIIE                      | Same     |
|   | Caring for the children (grandparents raising grandchildren)   |                     |         |                                 |          |
|   | Access: information and assistance and caregiver outreach (contacts)   | 80                  | 40      | Title IIIE                      | Same     |

|   |  |        |        |                      |          |
|---|--|--------|--------|----------------------|----------|
|   | Info services: public information activities and community education (events)  | 10     | 5,000  | Title III E          | Same     |
|   | Support services: caregiver assessment, case management, support groups and training (hours)   | 0      | 0      | Title III E          | Same     |
|   | Supplemental services  | 0      | 0      | Title III E          | Same     |
|   | Respite services – out of home   | 0      | 0      | Title III E          | Same     |
| 5 | Maintaining Independence – Providing access to programs and services that foster independence and help older adults remain at home   |        |        |                      |          |
|   | Case management for older adults (hours)   | 2,500  | 200    | Title III B-OM       | Increase |
|   | Long-term case management for other specialized populations  | N/A    | 445    | Medi-Cal, MHSA       | Same     |
|   | Personal Care (hours)  | 200    | 25     | Title III B          | Decrease |
|   | Disaster Preparedness  | 20     | 20     | Title III B          | Same     |
|   | Homemaker services (hours)   | 200    | 25     | Title III B          | Decrease |
|   | Chore services (hours)   | 150    | 20     | Title III B          | Decrease |
|   | Residential repairs/modifications  | 5      | 5      | Title III B          | Decrease |
|   | Personal/home safety   | 24     | 20     | Title III B          | Same     |
|   | Material aid   | 2,200  | 2,200  | Title III B          | Increase |
|   | Mental Health Counseling   | 86     | 86     | Title III B          | Same     |
|   | Subsidized employment training through the Senior Community Services Employment Program (SCSEP)  | N/A    | 4      | Title V              | Same     |
|   | Short Term Service Coordination  | 12,500 | 12,500 | ADRC                 | Increase |
|   | Options Counseling   | 21,000 | 21,000 | ADRC                 | Increase |
|   | Transitions  | 50     | 50     | ADRC                 | Decrease |
| 6 | Socialization/Prevention of loneliness and isolation – providing services to reduce isolation and provide a human connection for older adults with few or no connections in the community, to alleviate depression and health concerns of those living alone and to provide a check in on older adults at-risk of losing their independence. |        |        |                      |          |
|   | Peer counseling (hours)  | 616    | 375    | Title III B          | Decrease |
|   | Telephone reassurance (contacts)   | 2,236  | 278    | Title III B          | Decrease |
| 7 | Prevention of Abuse and Protection of Rights of Older Adults – provide programs and services that protect the rights and property of older adults and protect them from abuse.   |        |        |                      |          |
|   | Legal assistance regarding public benefits, landlord-tenant disputes, housing rights, elder abuse, powers of attorney, consumer finance, and creditor harassment, and consumer fraud and warranties  | 1,400  | 800    | Title III B, CHA/SMP | Same     |
|   | Community education events on rights and benefits  | 4      | 125    | Title III B          | Same     |

|  |   |     |     |                |          |
|--|---|-----|-----|----------------|----------|
|  | Financial Abuse Specialist Team (FAST) to provide training to professionals   | 8   | 88  | Title VIIB     | Decrease |
|  | Provide Legal Information for Elders (“LIFE”) workshops for seniors.  | 8   | 80  | Title VIIB     | Decrease |
|  | Ombudsman Program will work to ensure the rights and well-being of individuals residing in long-term care facilities (skilled nursing facilities and board and care facilities) in Ventura County. Complaint resolution rate. | 94% | N/A | OMB Title IIIB | Decrease |
| 8.   | Housing – connect people in need of housing with those willing to share their housing.  |     |     |                |          |
|  | Referrals to other organizations for services   | 600 | 600 | COV            | Increase |
|  | Matching home seekers with home providers   | 40  | 40  | COV            | Increase |
|  | Match introduction – refer home seekers to home providers   | 100 | 100 | COV            | Increase |
|  | Assistance in locating adequate housing through referral or placement.  | 28  | 28  | COV            | Same     |
| <p>Strategies to support the goal and objectives under this category:</p> <ol style="list-style-type: none"> <li>1. Advocate for affordable housing for older adults and connecting housing and transportation in developing long-range planning around housing.</li> <li>2. Maintain VCAAA webpage related to transportation options and other critical services.</li> <li>3. Continue attendance on the Citizens Transportation Advisory Committee to advocate for the transportation needs of older adults and persons with disabilities.</li> <li>4. Advocate for the development of strategies and collaborations that will ensure services and safe living options for homeless seniors in Ventura County, including veterans, and people with disabilities.</li> <li>5. Advocate for and develop strategies to address housing and transportation issues that impact older adults and persons with disabilities and examine other factors that contribute creating livable communities.</li> <li>6. Encourage the creation of a multi-generational housing incorporating universal design.</li> <li>7. Continue to advocate for the employment, training and job placement needs of older adults through participation on the Workforce Development Board and with the Advisory Council Workforce Committee and Senior Community Service Employment Program.</li> <li>8. Collaborate with public agencies and other stakeholders on a strategy for disaster planning and health emergencies.</li> <li>9. Continue leadership of Dementia Friendly Ventura County which includes developing strategies to generate awareness, identify and engage key stakeholders, and develop a long-range action plan to identify and address issues relevant to Ventura County residents.</li> <li>10. Continue participation on the Elderly Fall Prevention Coalition.</li> <li>11. Collaborate with community-based organizations, including the Ventura County Hospital to Home Alliance, to advocate for mental health and substance abuse programs that serve older adults (aged 60+); and for staff training in geriatrics.</li> <li>12. Investigate developing a volunteer program for retired social workers to increase the reach in the community for those in need of case management.</li> </ol> |   |     |     |                |          |

| <b>Goal 2</b> Increase awareness of programs and needs that support Ventura County's older adults, people with disabilities, and their unpaid caregivers to include providing tools, classes and assistance with enrollment.  |  |                    |                   |                       |   |
|---|--|--------------------|-------------------|-----------------------|---|
| #   | Category and Narrative for Objective   | # of service units | #of people served | Source of Funding     | Update Status – New, Same, Decrease or Increase |
| 1   | Information and Resources – provide easy, uniform and streamlined access to a broad array of services, supports and advocacy for older adults, adults with disabilities and their family caregivers. |                    |                   |                       |   |
|   | Provide Information, assistance, and referrals to include following up.  | 50,000             | 50,000            | Title IIIB-ADRC-OM    | Increase  |
|   | Provide outreach – one on one contact and/or virtual contact to connect to services at 175 events  | 10,000             | 10,000            | Title IIIIB           | Increase  |
|   | Provide Medicare enrollment assistance including assistance with Medicare Part D comparisons through the Health Insurance Counseling and Advocacy Program  | 6,400              | 2,499             | HICAP                 | Increase  |
|   | Provide benefit enrollment assistance in public programs   | 6,100              | 4,200             | HICAP, NCOA/BEC, ADRC | Increase  |
| Strategies to support the goal and objectives under this category:  |  |                    |                   |                       |   |
| <ol style="list-style-type: none"> <li>1. Continue to monitor the growth of the non-English speaking communities and develop resource materials to serve those individuals as needed. This includes working with community-based organizations to revise and update an inventory of service providers who speak and provide services in languages other than English in FY 2024-2028.</li> <li>2. Continue participation on the LGBT Aging Coalition, which is under the auspices of VCAAA, and work with older adults who identify as being Lesbian Gay Bisexual Transgender (LGBT) to increase awareness of the unique needs of LGBT seniors, including but not limited to residents in long-term care facilities.</li> <li>3. Continue to manage the Aging and Disability Resource Network, which consists of community-based service providers who represent the interests of older adults and persons with disabilities in Ventura County. This includes working with Aging and Disability Resource Network members to identify service gaps, community awareness of the needs, coordination, and integration of services, create opportunities for collaborations and problem sharing.</li> <li>4. Promote optimal aging by adding a link to optimal aging information, continuing the optimal aging awards, and pursuing funding for other projects such as photo and story contests.</li> <li>5. Continue outreach related to VCAAA services and programs.</li> </ol> |  |                    |                   |                       |   |

## HOW TO PROVIDE FEEDBACK

We are interested in your feedback, questions, concerns, and suggestions. This plan is dynamic and reflects the changing needs of our growing older adult population. If you feel we are missing something, please let us know.

Please send your comments to [Roger.Horne@ventura.org](mailto:Roger.Horne@ventura.org) by March 12, 2024.