>> DIANE KRANTZ: PERFECT. OKAY.
GOOD TO GO?

OKAY. WELCOME EVERYBODY AND THANK YOU FOR JOINING THIS BREAKOUT ROOM TO DISCUSS GOAL 5, "AFFORDABLE AGING."

MY NAME IS DIANE KRANTZ, AND I BELIEVE I WAS ASKED TO MODERATE THIS PANEL BECAUSE SEVERAL YEARS AGO I REPRESENTED "THE MARIN WOMEN'S COMMISSION" AS COCHAIR OF A COUNTY WIDE ECONOMIC SECURITY TASK FORCE THAT SCRATCHED THE SURFACE ON THE SOME OF THE ISSUES THAT WE'LL BE TALKING ABOUT TODAY. SPEAKING OF TODAY, NEW YORK TIMES, PERHAPS SOME OF YOU SAW TODAY'S ARTICLE THAT REPORTED THAT THE NATIONAL RETIREMENT RATE ROSE DURING THE PANDEMIC FOR THE FIRST TIME IN THE DECADES. RISING ASSET VALUES, WHICH IS A GOOD THING, PLAYED A ROLE.

BUT JOB LOSES, NOT SUCH A GOOD THING, WERE NOTED TO HAVE PLAYED A BIGGER ROLE. PEOPLE WITHOUT COLLEGE DEGREES, THOSE LESS LIKELY TO HOLD ASSETS TO OFFSET JOB LOSSES HAVE BEEN ESPECIALLY HIT HARD. SO, THE TIMES ENDED ON A SOMEWHAT SIGNWIN IF HOLLOW NOTE, OLDER WORKERS FACE DISCRIMINATION HIRING; NEWS FLASH. BUT MAYBE A TIGHT LABOR MARKET WILL LURE SOME RETIREES BACK.

AROUND THE COUNTRY, BUT CERTAINLY HERE IN CALIFORNIA RETIREMENT INCOME IS BEING OUTPACED BY RISING COST OF LIVING. CALIFORNIA'S FAIR MARKET RENT FOR ONE BEDROOM IS $1522 DOLLARS AS THE MASTER PLAN ON AGING NOTES, WHILE AVERAGE SOCIAL SECURITY BENEFITS IS LESS THAN THAT; $1500 DOLLARS.

CALIFORNIA HAS THE SECOND HIGHEST RATE OF POVERTY AMONG OLDER ADULTS IN THE COUNTRY, LEADING TO HIGH LEVELS OF HUNGER AND HOMELESSNESS. SO, GOAL 5 OF THE MASTER PLAN, "AFFORDABLE AGING" IS AMBITIOUS. CAN WE ACHIEVE ECONOMIC SECURITY FOR AS LONG AS WE LIVE?

CAN WE INCREASE ECONOMIC SELF‑SUFFICIENCY?

CAN WE TARGET CLOSING THE EQUITY GAP?

ENDING HOMELESSNESS IS ONE OF THE STRATEGIES OF THIS PLAN, BUT WE WON'T BE ADDRESSING THAT HERE, THERE'S ANOTHER GROUP THAT IS ADDRESSING THIS. AND ALL OF THIS IS BEING RECORDED, SO, YOU'LL BE ABLE TO HEAR MORE ABOUT THAT. BUT WE'LL ADDRESSING THE OTHER ISSUES NOTED IN THE PLAN HERE. AND WE'RE SO FORTUNATE TO HAVE THREE KNOWLEDGEABLE PRESENTERS: TRINH PHAN IS SENIOR STAFF ATTORNEY WITH JUSTICE OF AGING, AND SHE'LL DISCUSS THE CURRENT SITUATION WITH SOCIAL SECURITY AND PROPOSED CHANGES ON THE FEDERAL LEVEL.

MARRIANNE MCBRIDE IS PRESIDENT AND CEO OF THE SONOMA COUNCIL ON AGING, AND SHE'LL ADDRESS FOOD SECURITY AND INNOVATIONS IN SONOMA.

ELECE HEMPEL IS EXECUTIVE DIRECTOR OF PETALUMA PEOPLE SERVICES CENTER, AND SHE'LL ADDRESS OLDER ADULTS EMPLOYMENT AND AGISM IN THE WORKPLACE.

SO, I'M GOING TO ASK EACH PANELIST TO INTRODUCE THEMSELVES AND THEIR ROLE IN THEIR ORGANIZATIONS, AND THEN EACH WILL HAVE ABOUT TEN MINUTES TO ADDRESS THEIR SUBJECT. PARTICIPANTS, IF YOU CAN HOLD YOUR QUESTIONS, OR YOU CAN ACTUALLY CHAT THEM IN THE BOX AND AT THE END WE'LL HAVE ABOUT 15 MINUTES TO EXCHANGE Q&A AND HEAR MORE.

SO, WITH THAT, TRINH PHAN.

 >> TRINH PHAN: THANKS, DIANE.

AGAIN, MY NAME IS TRINH PHAN. I AM WITH JUSTICE AND AGING, WE'RE A NATIONAL NONPROFIT THAT WORKS ON POLICY ISSUE EFFECTING LOW INCOME OLDER ADULTS AND PEOPLE WITH DISABILITIES. AND I'M ON THE ECONOMICS SECURITY TEAM, AND DO A LOT OF WORK ON PARTICULARLY THE SSI PROGRAM AND SOCIAL SECURITY. AND BASED IN OAKLAND, SO I ALSO HAVE A FOCUS ON CALIFORNIA ADVOCACY. SO MY PIECE IN TODAY'S BREAKOUT ROOM IS ON "CHANGES IN THE HORIZON VERSES SOCIAL SECURITY."

THE BIG EXCITING NEWS HERE IS THAT WE HAVE A NEW FEDERAL ADMINISTRATION, AND THAT OPENS UP OPPORTUNITIES FOR CHANGES TO EXPAND AND STRENGTHEN SOCIAL SECURITY. BEFORE TALKING ABOUT SOME OF THE PROPOSALS, I THINK IT'S HELPFUL TO THINK ABOUT THE CONTEXT OF EXPANSIONS, BECAUSE YOU EXPAND AND STRENGTHEN THE PROGRAM IN ORDER TO PLAN FOR AND ADJUST NEEDS. AND QUESTION IS, YOU KNOW, WHAT ARE THOSE NEEDS?

WHAT IS OUR SOCIETY LOOKING LIKE NOW; SINCE THIS IS ONE OF OUR LARGE PUBLIC PROGRAMS?

AND WHAT WILL OUR SOCIETY LOOK LIKE IN THE FUTURE?

AND, SO, IN TERMS OF WHO ‑‑ WHOSE INERTIAS IN OUR SOCIETY, SO, DEBBIE MENTIONED IN HER REMARKS, THE OLDER ADULT POPULATION IS INCREASINGLY ‑‑ THAT KIND OF OUR POPULATION ACROSS THE COUNTRY IS INCREASING OLDER, AND ITS ALSO INCREASINGLY DIVERSE AMONG OLDER POPULATION. AND THAT'S KIND OF ONE THING TO THINK ABOUT, BECAUSE IT'S NOT ‑‑ ALSO, ITS NOT ENTIRELY EVEN, SO YOU WANT TO SEE WHAT YOUR COMMUNITY LOOKS LIKE. SO, BY THE PROJECTIONS 2060 A CLOSE TO A QUARTER OF PEOPLE IN THE U.S. OF 65 OR OLDER. AND, THEN, AMONG THAT OLDER ADULT POPULATION BY 2060 CLOSE TO A QUARTER OF THAT POPULATION IS GOING IMMIGRANT ELDERS' SO, YOU SEE BOTH THE GROWTH IN THE OLDER ADULT POPULATION, AND OF MORE SPECIFIC AMONG IMMIGRANT ELDERS' AND THAT'S KIND OF ACROSS U.S.

FOR SOME OF YOU IN NORTH BAY MAY ALREADY BE THERE OR PRETTY CLOSE. SO, THE WAY YOU ARE PLANNING IS BASED ON WHAT YOUR POPULATION LOOKS LIKE.

AND, THEN, ANOTHER THING TO THINK ABOUT IN TERMS OF THE IMMIGRANT ELDERS' IS THAT YOU HAVE DOCUMENTED IMMIGRANTS AND A PRETTY SUBSTANTIAL NUMBER OF UNDOCUMENTED IMMIGRANTS, AS WELL. SO, THERE'S THAT PIECE OF WHO IS IT THAT NEEDS ECONOMIC SECURITY AND WHAT DOES YOUR COMMUNITY LOOK LIKE TODAY, AND WHAT DOES IT LOOK LIKE IN THE YEARS TO COME?

ANOTHER PIECE OF THE CONTEXT IS, WHAT DO WE DO NOW AND IN THE FUTURE TO ADDRESS THE EQUITY GAP IN ELDERLY SECURITY?

AND WHERE IS IT THAT, THAT GAP EXISTS?

I HOPE THAT THE DISABILITY OF MOVEMENT IN RECENT YEARS, AND PARTICULARLY IN THE PAST YEAR, MEANS THAT WE'RE GOING TO GET BETTER AT SEEING ‑‑ UNDERSTANDING HOW THEY CAME ABOUT, AND MAKING CHANGES. THERE'S A LOT TO CONSIDER IN TERMS OF THE EQUITY GAP FOR ECONOMIC SECURITY. WE HAVE WORSENING INCOME INSECURITY, AND EQUALITY WITH THE TOP PERCENT HAVING MORE INCOME THAN THE REMAINING 90%; LIKE WEEK‑WAGE GROWTH WITH OTHER COSTS, LIKE HOME CRISIS, AND COLLEGE TUITION, RISING MUCH FASTER THAN INCOME.

WE'RE ALSO AS A SOCIETY DEALING WITH THE IMPACTS OF THE SYSTEMATIC DISCRIMINATION, RANGING FROM EMPLOYMENT DISCRIMINATION, AND WAGE AND INCOME DISPARITIES FOR BLACK AND HISPANIC HOUSEHOLDS VERSES WHITE HOUSEHOLDS.

AND, THEN, DURING THIS PANDEMIC WE SAW DISPROPORTIONATE JOB LOSSES IN BLACK WORKERS. IN HOUSING, THERE HAVE BEEN LASTING EFFECTS OF THE EXCLUSION OF THE BLACK COMMUNITY FROM PROGRAMS LIKE FEDERALLY BACKED MORTGAGES, SIGNIFICANTLY LOWER RATES OF HOMEOWNERSHIP AMONG PEOPLE OF COLOR. THESE ARE ISSUES THAT SHOW UP BEFORE SOMEONE BECOMES AN ELDER, BUT THIS IS DISCRIMINATION IS ALSO A PERSONAL HISTORY THAT ELDERS CARRY UNTIL THEIR AGE; INCLUDING ELDERS' IN THEIR COMMUNITY. AND, SO, THERE'S A QUESTION HERE, A LOT OF THESE ISSUES ARE IN SOME WAYS BROADER THAN SOCIAL INSURANCE, BUT THE QUESTION IS HOW CAN SOCIAL INSURANCE PROGRAMS HELP, AS WE BUILD POLICY WHAT SHOULD IT LOOK LIKE?

AND HOW CAN WE THINK ABOUT THE WAY WE CHANGE POLICY SO THAT THEY ACTUALLY ADDRESS SOME OF THOSE ISSUES AND AMELIORATE SOME OF THE HARMS?

IN TERMS OF CONTEXT, AS WELL, THE COUNTIES HAVE ‑‑ STATES AND LOCALITIES HAVE A STAKE IN THE FEDERAL PROGRAMS IN THE OBVIOUS SENSE AT THE SOCIAL SECURITY PROVIDES CRITICAL INCOME TO RESIDENCE IN EVERY COMMUNITY. AND, THEN, THERE'S ALSO KIND OF WHEN THE FED TAKEOVER OR COVERING SOME ELEMENTS OF ECONOMIC SECURITY, THAT MEANS THAT THE STATES AND LOCALITIES DON'T HAVE TO. AND, THEN, CONVERSELY WHEN YOU HAVE ILLEGIBILITY RESTRICTIONS ON A FEDERAL LEVEL, SOME OF THAT, YOU KNOW, RESPONSIBILITY ENDS UP LANDING ON STATES AND LOCALITIES, SO ONE EXAMPLE OF THAT, BACK IN THE 1996 WHEN WE HAD FEDERAL WELFARE LEGISLATION AT SEVERELY RESTRICTED ILLEGIBILITY FOR IMMIGRANTS, FOR PUBLIC BENEFITS, SSI, TANA, MEDICAID, AND FOOD STAMPS. AND, SO, WHEN THAT HAPPENED, YOU HAD FEDERAL RESTRICTIONS AT ON ILLEGIBILITY, AND IMMIGRANTS LOSING ILLEGIBILITY FOR THOSE FEDERAL PROGRAMS. AND THE STATES AND LOCALITIES‑WISE, EVERYONE IS STILL HERE. YOU DON'T ‑‑ YOU CAN'T SEPARATE SOME OF THOSE RESTRICTIONS OUT FROM 1996, ONE THING YOU CAN DO IS JUST UNDO THEM, SO, THINK ABOUT, YOU KNOW, WHAT'S THE BALANCE BETWEEN THE FEDS COVER AND WHAT THE STATES AND LOCALITIES COVER, AND YOU UNDO THAT, AND YOU HAVE ‑‑ AND WITH SOME OF THAT SHIFTING, APPROPRIATELY BACK TO THE FEDERAL GOVERNMENT AND THEN THE STATE PLANNING, YOU CAN USE SOME OF THAT FUNDING, USE SOME OF THAT EFFORT TO EXPAND IN OTHER WAYS.

ANOTHER THING ON SSI, I THINK FOR THE A LOT OF THE PUBLIC BENEFIT PROGRAMS ARE PRETTY OUT OF DATE, IN A SENSE THAT THEY'RE USING ILLEGIBILITY CRITERIA THAT WHERE INCOME AND RESOURCES LIMITS FROM 30 OR 40 YEARS AGO; AND WHEN YOU DON'T UPDATE ILLEGIBILITY CRITERIA FOR THE PROGRAMS, THE PROGRAMS END UP BECOMING UNNATURALLY RESTRICTED. SO, THE RESOURCE LIMIT AND SSI ARE $2,000 OR $3,000 DOLLARS, FOR EXAMPLE, I MEAN, THAT'S 30 OR 40 YEARS OLD. AND THAT'S NOT ‑‑ IT DOESN'T REFLECT THE FINANCIAL REALITIES OF TODAY. ONE OF THE ‑‑ FOR SSI, YOU KNOW, ONE OF THE BIG SETS OF PROPOSALS IS IN THE "SSI RESTORATION ACT," WHICH WE EXPECT TO SEE REINTRODUCED IN THE HOUSE AND SENATE. IT WILL INCREASE THE ASSET LIMIT; AND BASICALLY UPDATE THE PROGRAM TOO, REFLECT TODAY'S REALITIES, AND REMOVE SOME OF THE MORE RESTRICTED CRITERIA, ILLEGIBILITY CRITERIA. SO, LIKE SAYING INCREASING THE ASSET LIMITS, INCREASING ‑‑ SOLUTIONS, ELIMINATING SOME PENALTIES FOR A MARRIAGE BALANCING AND PENALTIES FOR PEOPLE WHO GET HELP WITH WHETHER SHELTER FROM FRIENDS OR FAMILY, WHO ARE JUST MAKING THE PROGRAM LESS COMMUTATIVE AND MORE REFLECTIVE OF FINANCIAL REALITIES OF TODAY. WE EXPECT THAT ACT TO BE REINTRODUCED, BUT WE DON'T ‑‑ WE DON'T EXPECT THAT IT WILL PASS AS A STANDALONE BILL, INSTEAD WE ARE HOPING TO GET ONE OR TWO SSI REFORMS IN THE RECOVERY PACKAGE THAT, UMM, CONGRESS WILL ULTIMATELY PUT TOGETHER. AND IN THOSE COUPLE OF MONTHS ‑‑
 >> SPEAKER: WE HAVE A COUPLE OF MINUTES, SO IF YOU CAN, PLEASE, WRAP UP. YOU HAVE TWO MORE MINUTES.
 >> TRINH PHAN: OKAY. THAT'S JUST ABOUT RIGHT, THAT'S ALL RIGHT.

THAT'S ONE ASPECT OF POLICY CHANGES, HOW DO YOU UPDATE PROGRAMS THAT ACTUALLY REFLECT REALITY?

AND SO, THEY ARE ACTUALLY AT THE LEVEL OF ‑‑ THAT THEY ACTUALLY RECITE WHAT WE'RE TRYING TO DO AND WHO WE'RE TRYING TO HELP.

THEN, ON THE SOCIAL SECURITY END, THE ATTORNEY LARSON IS HOPING TO INTRODUCE THE SOCIAL SECURITY 2100 BILL, WHICH IS WOULD MAKE A NUMBER IMPORTANT UPDATES TO SOCIAL SECURITY. AND HE'S WORKING WITH THE BIDEN ADMINISTRATION TO MAKE SURE THAT IT PASS AS MUCH AS POSSIBLE THE PRESIDENT'S PRIORITIES. SO, THAT BILL WILL INCREASE BENEFITS, MAKE THE TRUST FUNDS HOPEFUL FOR 50‑PLUS YEARS, MAYBE LONGER DEPENDING ON WHAT THEY AGREE ON. AND INCLUDE A TARGETED BENEFIT BUMP FOR LOW‑AGE WORKERS TO MAKE SURE THAT THE MINIMUM LEVEL FOR PEOPLE WHO WORKED AT 30 YEARS, WAS AT LEAST 125% OF THE FEDERAL POPULATE.

UMM, ONE CAUTION, SO, SOMETHING TO LOOK OUT FOR, ONE CAUTION AS WE SEEN, WE SEEN A BAD SOCIAL SECURITY BILL COME BACK AGAIN, SO, SENATOR ROMNEY THAT WOULD ALLOW A RESCUE COMMITTEE TO WRITE LEGISLATION TO EXTEND THE SOLVENCY FUNDS THAT ARE ENDANGERED, THAT WOULD INCLUDE SOCIAL SECURITY. THE THING TO BE CAREFUL ABOUT WITH THAT, IS THAT IT'S KIND OF A BACK‑DOOR WAY TO COMMIT CUTS IN PROGRAM BY HAVING HAD SHORTCUT PROCESS AND NOT WORKING WITH THE FULL CONGRESS IN IT'S REGULAR PROCESS. AND THE THING TO THINK ABOUT HERE IS THAT SOCIAL SECURITY IS OUR BIG PUBLIC PROGRAM, IT'S INCREDIBLY POPULAR, AND THE PUBLIC ‑‑ REFORM TO INCREASE BENEFITS. AND THE PUBLIC ALSO SUPPORT WAYS TO PAY FOR THESE REFORMS, INCLUDING MODEST TAX INCREASES. SO, WE WANT A REGULAR PROCESS; WE'RE GOING TO GET POSITIVE BENEFITS, AND PUBLIC PARTICIPATION. AND WE CAN GET IT TO HAPPEN. AND IT'S REALLY APPROPRIATE FOR IT TO HAPPEN AND THROUGH THE FULL CONGRESS.

AND, THEN, ONE LAST THING, MY LAST PITCH IS HOW TO ADVOCATE FOR CHANGE IS, ONE, WATCH OUT FOR THE FEDERAL LEGISLATION THAT MIGHT BE COMING UP AND BE A PART OF DEFINING WHAT THAT NATIONAL POLICY SHOULD BE. BECAUSE IT SHOULD REFLECT COMMUNITY VALUES OF COMMUNITIES ACROSS THE COUNTRY, AND INFLUENCES AND REFLECT YOUR COMMUNITIES THAT VALUES, WHAT YOUR COMMUNITY LOOKS LIKE TODAY, AND WHAT YOU HOPE AND WANT YOUR COMMUNITIES TO LOOK LIKE IN THE FUTURE.
 >> SPEAKER: THANK YOU SO MUCH, TRINH.

THERE'S A LOT THERE AND YOU RAISED INTERESTING ISSUES AND I ENCOURAGE ANYONE WHO WANTS TO HEAR MORE TO CHAT YOUR QUESTIONS, AND WE CAN RETURN TO THEM AT THE END OF OUR OTHER TWO SPEAKERS.

I NOW WOULD LIKE TO INTRODUCE MARRIANNE MCBRIDE, PRESIDENT AND CEO OF THE SONOMA COUNCIL ON AGING.
 >> MARRIANNE MCBRIDE: THANK YOU SO MUCH. IT'S A PLEASURE TO BE HERE.

AT COUNCIL ON AGING HAS BEEN SERVING SONOMA COUNTY SENIORS AND THEIR FAMILIES FOR 55 YEARS. WE HAVE 16 PROGRAMS AND SERVICES IN THE AREA OF SOCIAL, FINANCIAL, LEGAL, HEALTH, AND NUTRITION. OUR LARGEST AND MOST RECOGNIZABLE PROGRAMS ARE OUR SENIOR NUTRITION PROGRAMS; AND WE BASICALLY HAVE TWO. WE DO THE HOME DELIVERED MEALS FOR HOMEBOUND SENIORS, "MEALS ON WHEELS;" FOR SENIORS FROM ROHNERT PARK, COTATI, ALL THE WAY UP TO CLOVERDALE, SONOMA VALLEY OUT TO THE RUSSIAN RIVER AREA. AND, THEN, WE ALSO DINING SITES THROUGHOUT SONOMA COUNTY FOR SENIORS WHO ARE STILL MOBILE AND CAN BENEFIT FROM A HEALTHY MEAL EACH DAY.

WHAT OUR SENIORS, THROUGH OUR "MEALS ON WHEELS" PROGRAM WILL TELL US WHEN THEY ENTER INTO THE PROGRAM, IS THEY ARE STRUGGLING. THEY ARE STRUGGLING TO REMAIN IN THEIR HOMES FOR THE DURATIONS OF THEIR LIVES AND THEY DON'T HAVE ACCESS TO FOOD. AND, BASICALLY, THEY ARE HAVING TO CHOOSE BETWEEN FOOD AND MEDICINE, OR FOOD AND HEAT. AND THESE ARE TOUGH DECISIONS THAT WE DON'T WANT OUR SENIORS TO HAVE TO MAKE. SO, BY JOINING THE "MEALS ON WHEELS PROGRAM" AT LEAST SOME OF THOSE DECISIONS DON'T HAVE TOO.

WHAT WE ALSO FOUND OUT, AND THIS IS WHERE THE INNOVATION COMES IN, SENIORS WERE SHARING THEIR HOME DELIVERED MEALS ON WHEELS WITH THEIR PETS; AND CLEARLY PETS ADD TO THE QUALITY TO THEIR LIVES, BUT IT ALSO TAKES AWAY FROM THE FOOD THAT THEY ARE RECEIVING EACH DAY. WE SERVE APPROXIMATELY 2,000 TO 2500 SENIORS EACH YEAR MEALS ON WHEELS PROGRAM. 75% WILL TELL US THAT, THAT THE ONE MEAL THAT WE DELIVER, WHICH IS MEANT TO BE 1/3 OF THEIR DAILY NUTRITION, ACTUALLY REPRESENTS 50% OR MORE OF THEIR DAILY NUTRITION INTAKE. SO, WE KNOW THAT THESE MEALS ARE REALLY NEEDED. AND IF YOU TAKE THAT 50% AND THEY ARE SHARING IT WITH THEIR PETS, THAT MEANS LESS NUTRITION THAT THEY ARE GETTING. SO, BASICALLY WHAT WE STARTED A NUMBER OF YEARS BACK WAS A PET PROGRAM. AND, BASICALLY, EVERY SINGLE MONTH WE IN‑PARTNERSHIP WITH A LOCAL FEED STORE, WE PROVIDE A MONTHS WORTH OF PET FOOD, WHETHER IT'S A DOG OR CAT, THEY HAVE THE PET FOOD, THEIR PETS ARE GOING TO BE FED APPROPRIATELY AND THE SENIORS ARE ABLE TO EAT ‑‑ ACTUALLY EAT THEIR ENTIRE MEAL.

WHAT WE DISCOVERED THROUGH COVID OUR NUMBERS, OUR NUMBERS INCREASED BY 30% ON HOME DELIVERED MEALS, AND THAT WAS BASICALLY WE BELIEVE BECAUSE FAMILIES WERE TRYING TO SUPPORT THEIR RELATIVES IN THEIR HOMES AND ONCE COVID HIT, THAT FAMILY SUPPORT KIND OF HAD TO STOP.

WE HAVE NOT SEEN A DECLINE IN OUR NUMBERS, AS THINGS OPEN BACK UP, SO, WE EXPECT THE MEALS‑ON‑WHEELS PROGRAM WILL CONTINUE TO GROW AS ALL OF US WORK TO REMAIN LIVING IN OUR HOMES FOR THE DURATION OF OUR LIVES.

THE SECOND PROGRAM IS THE DINING PROGRAM, THE CONGREGATE DINING PROGRAM, BEFORE THAT, WE USED TO ‑‑ BEFORE COVID, WE USED TO SERVE ABOUT 3 THOUSAND MEALS PER MONTH TO SENIORS WHO COME INTO A SENIOR CENTER, WE WERE WORKING IN PARTNERSHIP IN DOING OUR MEAL PROGRAMS THERE. ONCE COVID‑19 HIT THINGS GOT SHUT DOWN, AND WE KNEW THAT THERE WAS A WAY WE NEEDED TO REACH OUT TO THOSE SENIORS, AND PROVIDE A MEAL. AND, SO, IN COOPERATION WITH OUR ADULT IN AGING, OUR FUNDER, WE WERE ALLOWED TO DO DRIVE‑UP/PICK‑UP SITES THROUGHOUT SONOMA COUNTY. BASIC WHAT THAT LOOKS LIKE, IS WE REACHED OUT TO ALL OF OUR CONGREGATE DINERS, ALSO, TO OUR SOCIAL MEDIA NETWORK, OUR E‑NEWS LETTER NETWORK, ADVERTISE QUITE A BIT THAT WE WOULD HAVE SITES THROUGHOUT SONOMA COUNTY WHERE PEOPLE CAN DRIVE UP TO AND PICK UP A 5‑DAY MEAL PACK‑UP. AND WE SENSE MOVED TO 7‑DAY MEAL PACK‑UP, BECAUSE CLIENTS INDICATED THAT THEY REALLY, REALLY DID NEED THAT FOOD, AND THEY NEEDED A MEAL FOR EVERY SINGLE DAY. SO, WE PICKED NEIGHBORHOODS. WE WORKED IN CONJUNCTION WITH SENIOR CENTERS THAT WE HAD ALREADY BEEN WORKING WITH, BUT WE WANTED TO TARGET AREAS THAT MAYBE WE HADN'T TARGETED PREVIOUSLY.

WHAT I CAN TELL YOU IS OUR NUMBERS JUMPED FROM 3 THOUSAND MEALS PER MONTH, TO 10 THOUSAND MEALS PER MONTH. WE SAW A WHOLE NEW POPULATION THAT WE HAD ABSOLUTELY NEVER SEEN BEFORE. AND WHAT WE DISCOVERED THESE WERE PEOPLE WHO WEREN'T COMFORTABLE WALKING INTO A SENIOR CENTER AND SITTING DOWN WITH PEOPLE THEY DIDN'T KNOW TO RECEIVE A FREE MEAL. BUT THEY WERE ABLE TO MAINTAIN THEIR DIGNITY BY DRIVING UP, OPENING THEIR WINDOW, AND RECEIVING MEALS THAT ALL THEY WOULD HAVE TO DO IS REHEAT IT ONCE THEY GOT HOME. SO, BASICALLY FROM THAT WE LEARNED THAT ALTHOUGH WE WILL REOPEN IN SENIOR CENTERS, THAT WE REALLY NEED TO EXPAND, TO REACH THE NUMBER OF SENIORS WHO ACTUALLY NEED THIS FOOD.

SO, SOME OF THE THINGS GO AHEAD FORWARD, WE ARE REOPENING WITH A POP‑UP FIRST, SENIOR CENTERS AREN'T READY TO REOPEN, AND THE REASON WE PARTNERED FOR SO LONG WITH SENIORS IS BECAUSE THEY HAD A DINING ROOM, THEY HAD A KITCHEN. IT WAS AN EASY PLACE TO GO WHERE WE DISCOVERED THAT THERE ARE NEIGHBORHOODS THAT WE DEFINITELY NEED TO BE IN; POPULATIONS THAT DEFINITELY NEED TO BE SERVED, BUT THEY DON'T NECESSARILY HAVE A FACILITY ANYWHERE NEARBY THAT'S GOING TO ALLOW FOR THAT. SO, WITH A GOAL OF REACHING SENIORS IN THEIR NEIGHBORHOOD AND PROVIDING CULTURALLY APPROPRIATE MEALS, WHAT YOU'LL SEE IS WE'LL BE DOING POP‑UPS; AND WE'LL BASICALLY SET UP IN NEIGHBORHOODS AND INVITE PEOPLE FROM THE NEIGHBORHOOD TO COME IN.

WE'RE HOPEFUL WITH SUPPLEMENTAL FUNDING, BUT WE WILL BE ABLE TO, IF WE ARE ONLY THERE FOR TWO DAYS A WEEK, THAT WE'LL BE ABLE TO SEND THEM HOME WITH FOOD FOR THE REST OF THEIR WEEK.

SO, AGAIN, WITH A GOAL OF REACHING LOW INCOME SENIORS IN SENIOR HOUSING FACILITIES MAY OR MAY NOT HAVE DINING ROOMS, MAY NOT UNDERSTAND WHAT THIS COULD LOOK LIKE, BUT WE'RE ASKING EVERYONE TO THINK A LITTLE BIT OUTSIDE OF BOX, AND LET'S MAKE THIS WORK IN A WHOLE NEW WAY.

SO, WE DON'T WANT ANY THOSE SENIORS TO DISAPPEAR. WE WANT TO BE ABLE TO CONTINUE SERVING THEM, AS I SAID, IN THE NEIGHBORHOOD WHERE THE HELP IS NEEDED.

THE OTHER WAYS WE'RE TRYING INNOVATE, WE RECOGNIZE SINCE 2017, WHEN WE WENT THROUGH THE FIRES, THAT SERVICE CAN BE INTERRUPTED, WHEN A FIRE HITS, WHEN A PANDEMIC HITS, WHEN A FLOOD, POWER OUTAGES, SO, WHAT WE HAVE REALLY TRIED TO DO IS DO SCENARIO PLANNING. WE NEVER KNOW EXACTLY WHAT IT'S GOING TO LOOK LIKE, BUT WE DO KNOW THAT FIRE SEASON IS GOING TO START EARLIER THIS YEAR, AND PROBABLY EXTEND LONGER, SO, WE'RE PLANNING IN ADVANCE. WE'RE DELIVERING TO OUR "HOME‑DELIVERED PLANS" AND OUR DRIVE‑UP/PICK‑UP CLIENTS, SHELF‑STABLE PACK UPS, SO, THAT THEY HAVE EXTRA FOOD, THAT THEY ARE READY, SO, IN THE EVENT THAT A DRIVER CAN'T GET TO THEM OR WE DON'T HAVE THE STAFFING THAT WILL MAKE SURE THAT WE HAVE FOOD FOR THE PEOPLE AT THE TIME THAT THEY NEED IT.

SO, THAT'S ONE OF THE THINGS THAT WE ARE DOING. LET'S SEE.

 >> SPEAKER: MARRIANNE, IF YOU CAN WRAP UP?
 >> MARRIANNE MCBRIDE: ABSOLUTELY, ABSOLUTELY.

SO, ALL OF THIS TAKES FUNDING.

WE HAVE BEEN THE GRATEFUL RECIPIENTS OF OLDER AMERICAN ACT FUNDING, WHICH UNFORTUNATELY CONTINUES TO DECLINE AND IS ALSO RESTRICTIVE. SO, WE'RE LOOKING AT OTHER INNOVATED WAYS OF FUNDING. THE THINGS THAT WE WANT TO DO, WE RENT OUT OUR KITCHEN WHEN WE'RE NOT USING IT TO GENERATE REVENUE. WE HAVE ALSO CREATED A GOURMET FOOD ITEM TO SELL TO SENIORS WHO HAVE ADDITIONAL RESOURCES AND THAT WILL HELP SUBSIDIZE UNDERFUNDED PROGRAMS FOR VERY LOW INCOME SENIORS. SO, IT'S A CHALLENGE, BUT WE KNOW HOW IMPORTANT FOOD IS TO QUALITY OF LIFE, AND BASICALLY THAT DAILY CHECK‑IN, THE FOOD MEANS A LOT TO AN ISOLATED SENIOR, A PERSON AT THEIR DOOR, CHECKING ON THEM, UMM, MAKING SURE THAT THEY ARE SAFE MEANS THE WORLD, SO.

THANK YOU.
 >> SPEAKER: THANK YOU SO MUCH. THERE'S IS MUCH TO DELVE DEEPER IN TO THAT, SO MAYBE WE'LL HAVE SOME TIME AT THE END.

ELECE HEMPEL, EXECUTIVE DIRECTOR OF PETALUMA PEOPLE SERVICES CENTER, OUR LAST SPEAKER.
 >> ELECE HEMPEL: GOOD AFTERNOON, AND THANK YOU FOR HAVING ME. I'M EXCITED TO BE HERE.

SO, PETALUMA PEOPLE SERVICES CENTER STARTED IN 1974. OUR FIRST PROGRAM WAS ACTUALLY HOME‑DELIVERED MEALS. BUT WE PROVIDE A VARIETY OF SERVICES THROUGHOUT OUR COMMUNITY, NOT JUST IN SOUTHERN SONOMA COUNTY, BUT THROUGHOUT THE ENTIRE COUNTY, AND OUR SERVICE ARENA IS "THE OLDER ADULTS PROGRAMING" THAT WE PROVIDE HOUSING, COUNSELLING, FOOD ACCESS, AND THEN EMPLOYMENT. SO, I WAS ASKED ABOUT TALK TODAY ABOUT EMPLOYMENT, BECAUSE EMPLOYMENT FOR OLDER ADULTS IS A LITTLE BIT DIFFERENT FOR SOMEONE RIGHT OUT OF COLLEGE, OR SOMEONE WHO IS MID‑CAREER. WHEN WE STARTED TO TALK ABOUT HOW WE WERE GOING TO SPEAK UP ON THIS TOPIC, WE SAID, LET'S KIND OF OUTLINE THE OPPORTUNITIES THAT THE MASTER PLANNING AGING GIVES US, THAT'S ‑‑ LET'S TALK ABOUT KIND OF WHAT THE CALL TO ACTION WOULD BE. AS I REVIEWED THE MASTER PLAN ON AFFORDABLE AGING, WHAT CAME TO ME IS ALL OF IT CENTERS AROUND EMPLOYMENT. IF WE HAVE ACCESS TO EMPLOYMENT, OR OUR EMPLOYER IS ABLE TO PROVIDE US, LET'S SAY AN OPPORTUNITY TO INVEST TO A RETIREMENT PLAN, THEN, WE'RE GOING TO HAVE SUSTAINABILITY. IF EMPLOYMENT CHANGES AS WE AGE, WHAT ARE THE KIND OF OPPORTUNITIES THAT ARE AVAILABLE TO US?

AND, SO, THIS IS A REALLY AN EXCITING TOPIC FOR ME; IN PART, BECAUSE WE DONE EMPLOYMENT PROGRAMS WITH OUT OLDER ADULTS, AND I THINK THAT THOSE ARE OPPORTUNITIES FOR US TO BUILD ON HOW WE CAN CONTINUE TO DO ADDRESS AGISM. HOW WE CONTINUE TO REEDUCATE EACH OTHER. AND HOW WE CONTINUE TO LOOK AT WHAT THE FUTURE OF AGING IS GOING TO BE IN OUR COMMUNITY. I WAS SO INSPIRED BY DIANE'S TALK, IF YOU SPEND ANY TIME WITH ME, YOU KNOW THAT I SPEND A LOT OF TIME TALKING ABOUT HOW THE TRANSPORTATION SYSTEM DOES NOT WORK. IMAGINE BEING A 65‑YEAR‑OLD WHO HAS TO TAKE A BUS HERE IN PETALUMA TO GET TO WORK, AND IT'S A THREE‑TRANSFER BUS. IMAGINE BEING A SENIOR WHO HAS TO GO TO WORK, BUT DON'T HAVE A CAREGIVER FOR THEIR LOVED ONE. WHY NOT BUILD PROGRAMS THAT ACTUALLY ALLOW US, JUST LIKE WE HAVE ADDITIONAL DAYCARE DOLLARS COMING INTO THE SYSTEM THROUGH COVID TO ALLOW THAT PERSON WHO IS EMPLOYED, WHO IS STILL WORKING, TO ACTUALLY BE ABLE TO THEN USE THOSE DAYCARE OPTIONS TO TAKE CARE OF THAT LOVED ONE SO THAT THEY ARE PROVIDING THOSE ADDITIONAL SERVICES, AS THEY CONTINUE TO AGE IN PLACE.

IT'S INTERESTING, I OFTEN THINK OF EMPLOYMENT, ESPECIALLY FOR OLDER ADULTS, AND MYSELF INCLUDED, IS THAT THERE'S THE LIFE‑ENHANCING EMPLOYMENT CHOICES, SO MANY OF US CHOOSE TO BE EMPLOYED, OR CHOOSE TO GO TO WORK BECAUSE WE LIKE THE SOCIALIZATION, WE LIKE HOW IT FEELS TO BE ABLE TO DO THE JOB WE WANT TO DO. WE LIKE HOW IT GIVES US AN OPPORTUNITY TO BE OUT IN OUR COMMUNITY.

AND, THEN, THERE'S LIFE SUSTAINING EMPLOYMENT. THOSE ARE INDIVIDUALS WHO PROBABLY BEEN TEETERING ON THE LOW, VERY LOW INCOME MOST OF THEIR LIFE. PROBABLY SECOND OR THIRD GENERATION INDIVIDUALS' LIVING IN POVERTY, AND THEY HAVE TO GO TO WORK WHEN THEY ARE 70, 80, OR 90 BECAUSE THEY DON'T HAVE ANY OTHER OPTIONS. THEIR SOCIAL SECURITY HAS STAYED FLAT, COST OF HOUSING CONTINUES TO RISE, COST OF FOOD CONTINUES TO RISE, AND WE KNOW THEY CAN'T TAKE THE BUS TO WORK; SO, THOSE ARE THINGS THAT WE HAVE TO ADDRESS AS A COMMUNITY. AND, AS MUCH AS IT'S GRAND AND EXCITING TO HAVE THESE BIG BOLD PLANS, I THINK EMPLOYMENT OPPORTUNITIES FOR OUR OLDER COMMUNITIES NEED TO START AT HOME, THEY NEED TO START IN THE COMMUNITY, THEY NEED TO START WITH THE BUSINESSES THAT ARE ACTUALLY DOING A LOT OF THE DAY‑TO‑DAY WORK. AND MOST OF THE BUSINESSES THAT WE HAVE IN SONOMA COUNTY ARE NOT HUGE BUSINESSES. MOST OF THEM ARE SMALLER, BUSINESSES THAT HAVE TWO OR THREE EMPLOYEES, OR FOUR OR FIVE EMPLOYEES, AND THOSE ARE OF KINDS OF LIFE‑LINE THAT WE HAVE IN OUR COMMUNITY. WE, AS ADVOCATES FOR SENIORS OR THOSE WHO ARE OLDER, REALLY NEED TO ADVOCATE WITH OUR EMPLOYERS SO THAT THEY UNDERSTAND THE VALUE OF THAT INDIVIDUAL. WHAT THEY BRING TO THE TABLE.

I OFTEN TELL THE STORY, MY MOM WHO'S 90 NOW, HER DREAM JOB WOULD BE TO WORK AT TRADER JOE'S. SHE WORKED AS A GROCERY STORE TELLER BACK IN THE DAY WHERE YOU HAD TO PUSH THE BUTTONS TO ‑‑ AND I SAY, "MOM, GO WORK AT TRADER JOE'S, THEY WOULD LOVE TO HAVE YOU, YOU'D SHOW UP ON TIME. YOU DON'T CALL IN SICK." SHE SAID, "I'M SCARED TO WORK THE SCANNER. I'M SCARED TO DO THAT, I DON'T KNOW HOW THAT WORKS." AND, SO, THERE HAS TO BE SOME ADDITIONAL TRAINING. PPSC FOUR YEARS AGO WAS LUCKY ENOUGH TO PARTNER WITH THE RIGHT OF UCA OF MARIN AND PROVIDE SOME ADDITIONAL TRAINING FOR OLDER ADULTS SO THAT THEY CAN RE‑CAREER. AND IN THAT RE‑CAREERING OPPORTUNITY THEY WERE ABLE TO EXPAND THEIR OPPORTUNITIES OF WHAT THEY ARE ABLE BRING TO AN EMPLOYER, BUT THEY WERE ALSO ABLE TO THEN MENTOR THAT YOUNGER GENERATION. YOU KNOW, IT'S INTERESTING; I WORK IN AN OFFICE NOW WHERE I AM ‑‑ I HAVE YOUNG PEOPLE IN RIGHT OUT OF COLLEGE AND THEY OFTEN COME AND THEY DON'T REALLY WANT TO KNOW ABOUT THE JOB, PER SE, BUT THEY WANT TO KNOW THE LESSONS LEARNED. I THINK THERE'S JUST ANOTHER OPPORTUNITY FOR US TO START TO RECORD LESSONS LEARNED FROM OLDER ADULTS AS THEY TRANSITION FROM, MAYBE, EARLY RETIREMENT INTO A NEW CAREER. AND WHAT WERE THE PITFALLS?

WHAT DID THEY LEARN?

AGAIN, THOSE THE OPPORTUNITIES TO ENGAGE THAT LOCAL EMPLOYER TO REALLY HELP THEM UNDERSTAND AND EXPAND.

I AM EXCITED THAT BY 2023 THE STATE HAS DECIDED THAT EVERY EMPLOYER HAS TO PROVIDE SOME KIND OF OPPORTUNITY FOR RETIREMENT. HOWEVER, I THINK THERE IS A PLUS AND A MINUS TO EVERYTHING; AND THE PLUS IS WE CAN ALSO TAKE NOT JUST THE FEDERAL AND STATE KIND OF MANDATED PROGRAMS FOR RETIREMENT, BUT REALLY GO TO OUR LOCAL BUSINESSES AND HAVE THEM FIGURE OUT WHAT WOULD WORK BEST FOR THEIR POPULATION.

I OFTEN TELL A STORY, AND IF ANYBODY HAD BEEN TO PETALUMA AND YOU USED TO DRIVE DOWN PETALUMA BOULEVARD, YOU PROBABLY STOPPED GOT A SOCCER BALL OR TENNIS SHOES AT MURETA'S SPORTING GOOD STORE, AND I REMEMBER SO CLEARLY ABOUT SEVEN YEARS AGO HAVE TAKEN A CALL FROM THE WOMAN, WHO I ACTUALLY THOUGHT OWNED THE STORE, BUT JUST WAS AN EMPLOYEE, AND SHE SAID, "I'M GOING TO BE HOMELESS." AND I SAID, "WELL, WHERE'S YOUR RETIREMENT?" SHE SAID, "I DON'T HAVE RETIREMENT. I WORKED AT A SPORTING GOOD STORE, WE DIDN'T HAVE RETIREMENT." "WHERE IS YOUR SPOUSE?" "WELL, HE DIED A LONG TIME AGO. I DON'T HAVE ANY OF THOSE BENEFITS." AND I THINK THOSE ARE THE OPPORTUNITIES THAT WE HAVE USING THE MASTER PLAN IN AGING TO REALLY WORK WITH OUR EMPLOYERS SO THAT THEY REALLY UNDERSTAND THAT THEY HAVE A PLACE IN HOW WE AGE IN CALIFORNIA. AND THEY HAVE A PLACE WHERE THEY CAN CONTRIBUTE, AND THEY HAVE PLACE WHERE EVERYBODY CAN BELONG. I THINK, AGAIN, REFLECTING ON THE WORK THAT WE'RE DOING AND AGING TOGETHER IN AGE‑FRIENDLY COMMUNITIES, THOSE ARE OPPORTUNITIES FOR US TO UNDERSTAND THAT THIS INTERGENERATIONAL PIECE, ALSO.

I HAD TO LAUGH, AGAIN, AS WE WERE PREPARING FOR THIS, KATHERINE SAID, "JUST SEND ME YOUR LINKEDIN PROFILE AND I'LL JUST UPLOAD IT SO PEOPLE CAN CLICK ON YOU AND THEY CAN SEE WHAT'S GOING ON." WELL, I GOT A LITTLE PANICKED HONESTLY, BECAUSE THE LAST TIME I WAS ON MY LINKEDIN PROFILE WAS IN 2012; SO, I HAD TO GO IN AND START ADDING ALL OF THE THINGS THAT I DID AND IT WAS A BIG EYE OPENER FOR ME TO RECOGNIZE THAT, THAT'S HOW EMPLOYERS ARE HIRING. MYSELF INCLUDED, OUR AGENCY INCLUDED. WE USE LINKEDIN ALL THE TIME. ARE THERE OPPORTUNITIES FOR US TO TAKE LINKEDIN TO SENIOR CENTERS SO THAT THEY CAN BUILD THEIR LINKEDIN PROFILES?

BECAUSE ALL THOSE LITTLES BUTTONS THAT COME UP ON WHAT KIND OF SKILLS YOU'RE LOOKING UP, WILL BRING YOU RIGHT TO THE TOP OF MAYBE A FUTURE EMPLOYMENT. AND FOR THE RECORD, I ACTUALLY HAVE HAD FIVE INQUIRES, SO ‑‑ IT'S A GOOD THING; RIGHT?

SO, IT'S IMPORTANT FOR US TO REALLY THINK OF THE DIFFERENT OPPORTUNITIES THAT ARE AVAILABLE.

AND I SEE THIS MASTER PLAN ON AGING AS THE START OF FIGURING OUT HOW EXPAND AND GROW PROGRAMING THAT REALLY MEETS THE NEEDS OF INDIVIDUALS, AND USE THAT AS A TOOL TO HELP EDUCATE OUR EMPLOYERS SO PEOPLE WHEN WHO ARE ACTUALLY RUNNING THE BUSINESSES IN OUR COMMUNITY. BECAUSE UNTIL WE SPEND AND INVEST SOME TIME IN EDUCATING THEM, WE'RE GOING TO JUST KEEP HITTING THE SAME OLD LOOP.

SO, LET'S REALLY FIGURE OUT HOW WE CAN INVEST IN THOSE INDIVIDUALS.
 >> SPEAKER: YOU HAVE ABOUT 30 SECONDS, IF YOU CAN JUST SUM UP.
 >> SPEAKER: I AM ENCOURAGE BY THE MASTER PLAN ON AGING, BUT I HAVE TO ECHO WHAT DEBBIE SAID EARLIER, IT'S SO IMPORTANT FOR US TO USE JUST AS TOOL TO GET THINGS STARTED AND CONTINUE TO WORK WITH EACH OTHER TO MOVE THE NEEDLE AND LOOK AT WHAT'S HAPPENING AND WHAT'S SUCCESSFUL IN OTHER PARTS THE WORLD AND OTHER PARTS OF THE COUNTRY, SO THAT WE CAN ACTUALLY MOVE FASTER THAN THAT SNAIL‑PACE AND REALLY GET THE ACTIONS HAPPENING.

SO, THANK YOU FOR ALLOWING ME TO SPEAK.
 >> SPEAKER: OH, THANK YOU TO ALL OUR SPEAKERS.

THERE WAS A LOT THERE AND MUCH TO EXPLORE AND WE DON'T HAVE A LOT OF TIME FOR QUESTIONS, BUT WE DO HAVE SOME QUESTIONS, SO, I THINK LENORE IS GOING TO HELP US FACILITATE THAT.
 >> LENORE MCDONALD, CIE: IF YOU HAVE A QUESTIONS THAT YOU WOULD LIKE TO POSE TO ANY OF OUR SPEAKERS, WE WELCOME YOU TO JUST TYPE IN THE CHAT, AND I'LL READ OUT YOUR QUESTION AND WE CAN ALL HEAR IT, AND WE CAN ASK OUR SPEAKERS TO RESPOND, OR YOU MIGHT JUST SPEAK UP TOO, THAT WILL SAVE US A LOT OF TIME TO DO THAT FOR A FEW MORE QUESTIONS, GO AHEAD AND UNMUTE YOURSELF AND ASK.
 >> JULIE: I WAS CURIOUS ABOUT HOW THE POP‑UP MEAL SERVICE IS GOING TO LOOK; I MANAGE A SENIOR CENTER IN THE UP‑VALLEY AND WE ARE THE CONGREGATE SITE, AND WE KNOW THAT WE HAVE TO HAVE A CERTAIN KITCHEN AND IT ALL NEEDS TO BE APPROVED AND; HOW DOES IT WORK WITH THAT POP‑UP SYSTEM?
 >> MARRIANNE MCBRIDE: WE DID GO THROUGH OUR ADULT AND AGING DEPARTMENT, AND WE HAD A WHOLE PLAN, WHICH WE ACTUALLY REACHED OUT TO OTHER PROGRAMS AND ASKED FOR INPUT ON WHAT THEY WERE DOING. BUT WE'LL HAVE POP‑UP TENTS. WE'LL BE USING CAMERAS TO KEEP EVERYTHING HOT. AND WHAT WE'RE LOOKING AT FOR DOWN THE LINE IS MAYBE A FOOD TRAILER, AND THE REASON WE'RE LOOKING AT THAT IS, THERE'S JUST SO MANY NEIGHBORHOODS AND AREAS THAT THERE JUST IS NO KITCHEN FACILITY, THERE'S NO DINING FACILITY. I MEAN, IT'S GOING TO MEAN TABLE AND CHAIRS, IT'S GOING TO MEAN WORKING AROUND WEATHER. BUT I THINK WITH THE LACK OF FACILITIES EVERYWHERE.

OR IF WE'RE NOT ABLE TO GET BACK IN AS SOON AS WE WOULD LIKE TO GET IN, BUT WE WOULD STILL LIKE TO BE ABLE TO SERVE THE POPULATION OUT THERE. IT'LL BE A COMBINATION, BUT, UMM, REACH OUT AND WE'RE HAPPY TO SHARE A PLAN WITH YOU.
 >> JULIE: GREAT. THANK YOU SO MUCH. WE WORK WITH CANBY AND NAPA AND THEY ARE OUR GUIDING LIGHTS, SO JUST CURIOUS. SO, THANKS FOR SHARING THAT.
 >> SPEAKER: MARRIANNE, IF I COULD ASK A FOLLOWUP QUESTION TO THAT, HAS THERE BEEN ANY THOUGHT GIVEN TO USING OF POP‑UP SITES FOR SERVICES BEYOND FOOD DELIVERY AND HAVE THEM TO BE ANCHORED?

I'M WORKING ON A VACCINE CORE, AND INTERGENERATIONAL VACCINE CORE INITIATIVE AND ONE OF THE THINGS WE HAVE BEEN TALKING ABOUT IS HOW BEST WE GO INTO THE NEIGHBORHOODS, AND THAT SEEMS TO BE AND EXCELLENT ENTRY POINT.
 >> MARRIANNE MCBRIDE: ABSOLUTELY. IN FACT, JUST TO PULL PEOPLE IN AND TO GET THEM USED TO SOCIALIZING OUTSIDE, WE'RE GOING TO ADD A BINGO GAME TO IT.

BUT HERE, IN SANTA ROSA, WE'RE GOING TO BE DOING A POP‑UP IN ROSELAND, WHICH IS THE LATINO NEIGHBORHOOD, THEY ARE ALREADY EXISTING POP‑UPS IN THE AREA, AND IT HAS BECOME A COMMUNITY GATHERING PLACE, AND, SO, I THINK YOU'LL SEE MORE AND MORE OF THAT THROUGHOUT IN NEIGHBORHOODS THROUGHOUT ALL OF YOUR COUNTIES.

BUT, YEAH. IT'S A PERFECT, PERFECT VENUE TO INCORPORATE OTHER SERVICES, AS WELL.
 >> SPEAKER: GREAT, THANK YOU.
 >> SYLVIA: HI, MY NAME IS SYLVIA.

I REALLY WANT TO ADDRESS THE UNEMPLOYMENT OR EMPLOYMENT FACTOR, EVERYTHING FROM BUSINESS PERSPECTIVE IS BASED ON PROFIT AND MONEY, AND IF WE KEEP ADDING THINGS TO THEM, THEY'LL START HIRING LESS PEOPLE AS THEIR COST GO UP. SO, HOW DO WE COUNTERBALANCE THAT?

BUSINESSES SO FAR, I KNOW THEY HAVE CHECKS AND BALANCES, BUT JUST NOT ENOUGH. THEY CAN AT WILL, YOU KNOW, LAYOFF ANYBODY THEY WANT. THEY CAN SET LIMITS AS TO WHEN THEY CAN OFFER BENEFITS, AND LET THEM GO 6 MONTHS, YOU KNOW, AT THE 6‑MONTH POINT, WHEN IT WAS SUPPOSED TO KICK‑IN. JUST SO MANY OF THOSE KINDS OF THINGS THAT JUST AREN'T FAIR TO THE WORKER, YOU KNOW, THINKS THEY ARE DOING A GREAT JOB, THEY BUY A HOUSE, THEY HAVE A BABY, AND, THEN, THEY ARE LAID OFF. CAN'T FIND WORK FOR 2 YEARS, WHETHER THAT'S AT A MOM‑AND‑POP PLACE OR A CORPORATION, SO, I THINK THAT'S WHERE WE NEED TO START. WE NEED TO SET SOME GUIDELINES AROUND WHAT IS ETHICAL WITH THE POPULATION, HOW ETHICALLY BUSINESSES BIG AND SMALL HAVE TO HANDLE EMPLOYEES AND SUPPORT EMPLOYEES, AND RESPECT EMPLOYEES, AND NOT JUST USE THEM FOR THE MOMENT, AND, THEN, LET THEM GO. AND, THEN, IT TAKES FOREVER TO GET ANOTHER JOB.
 >> SPEAKER: SYLVIA, I AGREE 100%. AND, YOU KNOW, WHEN I GO TO SLEEP AT NIGHT, AS I AM LAYING AWAKE, THINKING ABOUT HOW TO DO THAT, OFTENTIMES, MY BRAIN GOES TO SOME TYPES OF INCENTIVES, AND SINCE THE STATE OF CALIFORNIA HAS PUT TOGETHER THIS MASTER PLAN, THERE MAY BE AN OPPORTUNITY FOR US TO LOBBY OR ADVOCATE FOR INCENTIVES FOR HIRING THOSE WHO ARE 60 AND OLDER, OR HIRING THOSE WHO MAYBE HAVE TO HAVE A FLEX‑SCHEDULE. YOU KNOW, I ALSO BELIEVE THAT'S SOME EDUCATIONAL COMPONENTS THAT WE NEED TO BUILD INTO IT FOR AN EMPLOYER; FOR EXAMPLE, MY MOTHER AT TRADER JOE'S, ONE OF THE THINGS I TOLD HER TO SAY IS, LOOK, YOU DON'T HAVE TO BUY MY HEALTH INSURANCE, BECAUSE I ALREADY HAVE THAT. I ONLY WANT TO WORK 4 HOURS A DAY BECAUSE THAT'S ALL I WANT TO WORK, SO, I THINK THAT WE NEED TO REALLY NEED TO SPOTLIGHT SOME EMPLOYERS AND RUN SOME PILOT PROGRAMS WITH MEDIUM AND LARGE, AND, THEN, GO TO THE SMALL MOM‑AND‑POPS, IF YOU WILL, THE CONVENIENT STORES AND TRY TO FIGURE OUT HOW WE CAN BUILD A MODEL THAT REALLY WILL BENEFIT, ESPECIALLY, THAT OLDER POPULATION SO THAT THEY CAN GO BACK TO WORK.
 >> SPEAKER: THANK YOU.
 >> SPEAKER: LENORE, DO WE HAVE TIME FOR ONE MORE QUESTION?
 >> LENORE MCDONALD, CIE: I BELIEVE SO. WE HAVE GOT TWO MINUTES LEFT. JAVIER TORRES HAS A QUESTION.
 >> JAVIER TORRES: YEAH. I HAVE A QUESTION OF OBSERVATION, BUT GOING BACK TO WHAT TRINH WAS TALKING ABOUT ALL THOSE REQUISITES AND ENCUMBRANCES FOR ACTUALLY ELDERS TO KEEP THEIR WELLBEING. YOU KNOW, BECAUSE, THE QUESTION IS ‑‑ I KNOW THERE'S MAYBE A POLITICAL RIGHT NOW, BUT IT IS THEY'RE ACTUALLY POLITICIANS LOBBYING TO PASS NEW LAWS, FOR EXAMPLE, INCOME LEVELS FOR THOSE SOCIAL SERVICES PROGRAMS. NOT ONLY AT THE STATE LEVEL, BUT AT THE FEDERAL LEVEL. YOU KNOW, YOU ARE TALKING SSI, CAL‑FRESH, MEDI‑CAL, EVERYTHING IS CONNECTED. IF THEY DON'T ELIMINATE THOSE BARRIERS, A LOT OF THE THINGS ARE NOT GOING TO BE POSSIBLE. THERE'S A LOT OF PEOPLE THAT CANNOT WORK. IN FACT, I THINK THAT AT THAT CERTAIN AGE, YOU DON'T HAVE TO WORK; YOU KNOW, YOU DESERVE IT, BECAUSE YOU HAVE LIVED THAT LONG AND ALREADY PARTICIPATED IN THE COMMUNITY THAT WE NEED TO DO SOMETHING REALLY TO AFFORD, YOU KNOW, THE LIVING FOR ALL THE ELDERS'.
 >> SPEAKER: IT'S A GOOD CALL TO ACTION, JAVIER. I DON'T KNOW IF ANY OF OUR PANELIST WANT TO TAKE THE REMAINING 48 SECONDS TO RESPOND.
 >> SPEAKER: I'LL TAKE LIKE 10 SECONDS. HOPEFULLY WE ‑‑ AND OUR SYSTEMS ARE CONNECTED, AND THEY'RE PURPOSELY CONNECTED AND IN A GOOD WAY IN A SENSE THAT WE CAN TAKE A LOOK AT THE SYSTEM AS A WHOLE.

AND, THEN, MY LAST COMMENT IS THAT KIND OF TO WHAT YOU ARE SAYING, WHY AT SOME POINT, LIKE PEOPLE DESERVE TO JUST LIKE AGE IN PEACE, ALSO, THE PROGRAM IS ONE THING TO THINK ABOUT IS WHY WOULD WE MAKE THEM COMMITTED?

WE, AGAIN, WOULD THEY BE ‑‑ I THINK THAT'S SOMETHING WE HAVE TO THINK ABOUT AS A SOCIETY, WHEN WE THINK ABOUT THE PROGRAMS.
 >> SPEAKER: THANK YOU SO MUCH.

SO, IN 3 SECONDS, WE'RE ALL GOING TO BE CONGREGATING TOGETHER AND WE CAN ALL ‑‑

[RETURN TO MAIN ROOM]