

Welcome

2022 Bay Area Senior Health Policy Forum



Advancing the Intersection of Health and Housing Initiatives

February 2, 2022

Program Guide



#shpf2022

Welcome to the 2022 Senior Health Policy Forum!

Show Up. Collaborate. Shape.

Housing is one of the five bold goals of the state's Master Plan for Aging. CalAIM will dramatically change the healthcare delivery system starting in 2022 and there are new state and federal funding opportunities that could dramatically enhance home and community-based services. But what are the connections between these major initiatives and what is the local impact? How are Bay Area providers already leading the way? How do we break down silos between different providers and levels of government? How do we get key players to the table and ensure we also have a seat?

For our seventh forum, we are offering this program online to safeguard the health of all involved. We are honored to join with you virtually today to learn about this changing landscape and the opportunities as advocates and stakeholders to influence these initiatives.

Sincerely yours,



Grace Li, CEO, On Lok
Co-Chair, 2022 SHPF



Maria Zamora, CEO, Center for Elders' Independence
Co-Chair, 2022 SHPF



About Us

Center for Elders' Independence and On Lok are both PACE programs serving San Francisco Bay Area seniors for 40 and 50 years respectively. Since 2009, they have co-hosted this forum to find creative ideas and strengthen the safety net for senior services in the Bay Area, and provided an organized approach to collaborate and build common ground among care providers, advocates, and policymakers.

Continuing Education

LeadingAge California is an approved provider by the California Board of Registered Nursing (Provider #CEP12765) for four (4) contact hours of continuing education. You must be present (online) for the entire event to earn Continuing Education Units. No partial credits can be given.

Agenda At-a-Glance

8:30am – SHPF Event Platform Opens

9:00am – 9:20am – Welcome Remarks

Grace Li - CEO, On Lok

Maria Zamora - CEO, Center for Elders' Independence

Assemblymember Ash Kalra - California Assembly District 27

9:20am – 10:00am – Keynote Speaker

Kevin Prindiville - Executive Director, Justice in Aging

10:00am – 11:15am – Creating Successful Supportive Senior Housing: What Does It Really Take?

11:15am – 11:30am - Break

11:30am – 12:45pm – Concurrent Breakout Sessions (Please select one)

Integrated Housing Models

Creating Momentum with Advocacy

12:45pm – 1:00pm - Break

1:00pm – 1:25pm – Carrying Our Work Forward to Create Impactful Change

Susan DeMarois - Director, California Department of Aging

Fernando Torres-Gil, Ph.D. - Director, Center for Policy Research on Aging, UCLA; Master Plan for Aging Advisory Committee; and Board Chair, Step Up on Second

1:25pm – 1:30pm - Closing Remarks by the 2022 SHPF Co-Chairs

Grace Li - CEO, On Lok

Maria Zamora - CEO, Center for Elders' Independence

1:30pm – Event Concludes

9:20am – 10:00am – Keynote Speaker

Kevin Prindiville - Executive Director, Justice in Aging

Kevin will explore the intersection, opportunities, and gaps among initiatives such as the Master Plan for Aging; state budget funding opportunities and new federal policies to expand access to home and community-based services; and how we can advocate to create accessible and affordable housing for older adults and persons with disabilities. He will discuss how these programs are projected to have a “real world” impact and how we create dynamic change with a focus on equity.

10:00am – 11:15am – Panel Discussion

Creating Successful Supportive Senior Housing: What Does It Really Take?

This dynamic panel will bring together housing developers, long-term services and support providers, and housing advocates for a candid discussion on what we can learn from each other to create successful housing models for older adults. This session will explore how we can use the framework of major initiatives, such as the Master Plan for Aging, and funding opportunities, such as the state budget, to advance housing for older adults.

Matthias Mormino - Director of Policy and Government Relations, Chinatown Community Development Center (Moderator)

Janéa J. Jackson - Director, Asset Management Division, U.S. Department of Housing and Urban Development

Shireen McSpadden - Director, San Francisco Department of Homelessness and Supportive Housing

Doug Shoemaker - President, Mercy Housing

11:15am – 11:30am - Break

11:30am – 12:45pm – Concurrent Afternoon Workgroups (Please select one)

Concurrent Breakout Session (Option 1): Integrated Housing Models

The Master Plan for Aging’s Local Playbook and WHO Age-Friendly Cities Framework have a focus on service-integrated housing, but there are already many successful examples of this type of housing in the Bay Area that are meeting the needs of older adults as they age. This interactive session will explore successful housing models with services for older adults in the Bay Area, why they are successful and how to leverage funding opportunities statewide and locally to create service-integrated housing.

Objectives:

1. Learn about supportive senior housing developments and why they are successful.
2. Learn what a successful permanent supportive housing partnership looks like.
3. Learn how to leverage funding opportunities to create service-integrated housing.

Simonne Ruff - San Diego Program Director, Corporation for Supportive Housing (Moderator)

Anne Grey - CEO, Vivalon

Anna Gwyn Simpson - Vice President of Resident Services, Eden Housing

Concurrent Breakout Session (Option 2): Creating Momentum with Advocacy

Join this interactive session to learn how to successfully advocate for housing for the older adults in your community. We will hear from policymakers, advocates, and developers about successful advocacy strategies, local initiatives you can take action on now, such as Housing Elements for the San Francisco Bay Area region, and how we all have a role to play to infuse housing initiatives with a focus on older adults.

Objectives:

1. Learn about Housing Elements for the San Francisco Bay Area region and how to take action in your community.
2. Understand what policy changes are needed to meet the housing needs of older adults in the Bay Area.
3. Understand the opportunities to work with policymakers, developers, and advocates to create housing for older adults in your community.

Linda M. Jackson - Program Director, Aging Action Initiative (Moderator)

California State Senator Dave Cortese - California Senate District 15

Mathew Reed - Director of Policy, SV@Home

Leadron Koo - Project Executive, Cahill Contractors

12:45pm – 1:00pm - Break

1:00pm – 1:25pm - Carrying Our Work Forward to Create Impactful Change

Join us for our closing session to hear from dynamic leaders in the field about how we carry the momentum forward from the 2022 Senior Health Policy Forum to create impactful change in our community.

Susan DeMarois - Director, California Department of Aging

Dr. Fernando Torres-Gil - Director, Center for Policy Research on Aging, UCLA; Master Plan for Aging Advisory Committee; and Board Chair, Step Up on Second

1:25pm – 1:30pm – Closing Remarks by the 2022 SHPF Co-Chairs

Grace Li - CEO, On Lok

Maria Zamora - CEO, Center for Elders' Independence

1:30pm – Event Concludes

Presenter Biographies (Alphabetical by Last Name)

California State Senator Dave Cortese - California Senate District 15



Senator Dave Cortese was elected in November of 2020 to represent State Senate District 15, which encompasses much of Santa Clara County in the heart of Silicon Valley. Along with his accomplished career as an attorney and business owner, the Senator previously served on the Santa Clara County Board of Supervisors for over a decade, with four years as Board President, served on the San Jose City Council for eight years, including two years as Vice Mayor, and as a trustee for the East Side Union High School District for eight years. During his nearly three decades in public service, Dave brought the community together to address and reduce homelessness, combat climate change, expand public transit options, reform the Santa Clara County's jail custody operations, and fight for the rights of immigrants.

Susan DeMarois - Director, California Department of Aging



Susan DeMarois joined the California Department of Aging as Director on November 1, 2021. Prior to joining CDA, Susan led public policy and advocacy for the national Alzheimer's Association in California. As a registered lobbyist in Sacramento, Susan advocated for legislative, budget, and regulatory changes at the state capitol on behalf of the 2.1 million Californians directly impacted by Alzheimer's disease. The organization led the effort to implement the Healthy Brain Initiative in California, resulting in a \$5 million investment in the state's public health infrastructure. On October 4, 2021, Governor Newsom signed SB 48 (Limón) into law, enacting the first dementia early detection initiative in the nation focused on the Medicaid population. Susan served as an appointee to Governor Newsom's Alzheimer's Prevention and Preparedness Task Force, chaired by former First Lady Maria Shriver, in addition to the Master Plan for Aging Stakeholder Advisory Committee, a workgroup established by Executive Order. In addition, Susan represented the Alzheimer's Association on the CHHS Agency Secretary's Alzheimer's Disease and Related Disorders Advisory Committee. Before working for the Alzheimer's Association, Susan led government and community relations for the UC Davis Health System and its academic medical center, children's hospital, medical school, nursing school and physician group. Early in her career, she worked for LeadingAge California, the professional trade association representing not-for-profit housing, residential care, and skilled nursing providers along with home and community-based services. A graduate of CSU Chico, Susan started her career working for the U.S. Congress and California State Assembly.

Anne Grey - CEO, Vivalon



Anne was appointed CEO of Vivalon in January of 2021. As CEO, Anne is responsible for the strategic oversight and overall management of Vivalon. Prior to joining Vivalon, Anne was executive director at the Alzheimer's Association Orange County Chapter, where she rebuilt the chapter from the ground up, making it one of the leading nonprofits in Orange County. She also served as vice president at Pancreatic Cancer Action Network, executive director at OneLegacy Foundation, national director and executive director at Juvenile Diabetes Research Foundation, and chief operating officer at American Heart Association Western States Affiliate. Anne holds a Master of Business Administration degree from Pepperdine University Graziadio Business School, and a Bachelor of Arts degree in International Relations from the University of San Diego. In addition, Anne completed the Nonprofit Executive Leaders Program in Social Innovation at the Stanford Graduate School of Business, and the Executive Women's Leadership Program at the Paul Merage School of Business at the University of California, Irvine. In 2020, Anne was named one of Orange County's Top 100 Most Influential People by the Orange County Register.

Janéa J. Jackson - Director, Asset Management Division, U.S. Department of Housing and Urban Development



Ms. Janéa Jackson, AICP joined HUD in September 2018 as a Multifamily West Asset Management Division Director. In that role, she oversees policies and procedures for the origination and servicing of the FHA multifamily mortgage insurance programs, the Section 202 and 811 Capital Advance programs, and the Section 8 Project-Based programs in California, Alaska, Hawaii, Idaho, Guam, the Marianas Islands, Nevada and Oregon. Ms. Jackson's team has 57 staff members in three offices: Los Angeles, CA, San Francisco, CA, and Honolulu, HI. Prior to joining HUD, Ms. Jackson served as the Real Estate Portfolio Planning Chief for GSA in Auburn, WA, managing the strategy for leased space and federally owned buildings in

Region 10; and led facility planning, master planning, real property data management, and Geographic Information Systems (GIS) teams for the Navy and U.S. Marine Corps in Honolulu, HI, and Iwakuni, Japan. Ms. Jackson has a Bachelor of Arts in Sociology from the University of Pennsylvania and a Masters of Urban Planning from the University of Wisconsin-Milwaukee.

Linda M. Jackson - Program Director, Aging Action Initiative



Linda M. Jackson is Program Director of the Aging Action Initiative which is a collaborative network of over 280 public agencies, community-based organizations, and healthcare providers working for the well-being of older adults in Marin County. She has over three decades of planning experience with the cities of San Rafael, CA and Austin, TX, the Transportation Authority of Marin County, and various nonprofits. She currently serves as President of the San Rafael Board of Education and is a board member of the League of Women Voters Marin County, Housing Crisis Action Marin and the Marin Environmental and Housing Collaborative. Linda has an Master of Science in Community & Regional Planning and an Master of Arts in Latin American Studies from the University of Texas and a Bachelor of Arts from Wellesley College. After college, Linda served two years with the Peace Corps in Ecuador.

Leadron Koo - Project Executive, Cahill Contractors



Leadron has over 20 years of experience in the construction industry. Since joining Cahill as an intern in 1997, Leadron has extensively worked both in project management and estimating. A well-rounded leader and collaborator, Leadron has managed projects across healthcare, multifamily, and education market sectors.

Grace Li - CEO, On Lok



Grace oversees a family of nonprofit organizations that has served vulnerable seniors for 50 years. She joined On Lok in 2001 and served in a variety of leadership positions, including leading the growth and expansion of On Lok PACE (Program of All-inclusive Care for the Elderly). She was named CEO in 2016. On Lok created the prototype for the PACE model of care and currently cares for over 1,700 frail seniors in the San Francisco Bay Area. On Lok also operates On Lok 30th Street Senior Center, the largest multi-purpose senior center in San Francisco. This fall, On Lok launched a new Adult Day Program, co-designed in partnership with Openhouse and with the LGBTQ+ community to address many of the critical issues and cultural sensitivities for this community including access to much-needed aging services. On Lok continues to build on its history and expertise in both creating innovative models of care and serving diverse senior communities through integrated health and social services as a trusted partner in its communities. Grace serves on the boards of directors of the National PACE Association, Eden Housing, Inc., and NICOS Chinese Health Coalition. She holds a Master of Health Administration from University of North Carolina and Bachelor of Arts in Economics from University of Florida.

Shireen McSpadden - Director, San Francisco Department of Homelessness and Supportive Housing



Shireen McSpadden is the Executive Director of the Department of Homelessness and Supportive Housing for the City and County of San Francisco. She was appointed by Mayor London N. Breed in April of 2021, after a nationwide search.

Her experience and connection to communities will help the Department meet its strategic goals of serving our most vulnerable residents, including the critical work of delivering on the promise of the Mayor's the Homelessness Recovery Plan. Shireen has over 30 years' experience providing services to people with disabilities and seniors, in both the nonprofit and public sectors. In 2020, she was recognized for her anti-ageism work by *Time Magazine*, named as one of 16 people and groups fighting for a more equitable America. She has served on several boards and committees including the San Francisco Long Term Care Coordinating Council, the San Francisco Palliative Care Work Group, and the California Association of Area Agencies on Aging.

As a member of Governor Newsom's Master Plan for Aging Stakeholder Committee, Shireen helped shape California's Master Plan for Aging. Representing California, she is also an executive board member for the National Association

of Area Agencies on Aging. Shireen was recently appointed by Secretary Mark Ghaly to California's Disability and Aging Community Advisory Committee.

Shireen holds a Master's Degree in Nonprofit Administration from the University of San Francisco.

Matthias Mormino - Director of Policy and Government Relations, Chinatown Community Development Center



As Director of Policy for Chinatown CDC, Matthias oversees the organization's agenda to protect and strengthen working class and low-income communities through institutional change working on policies that impact the daily lives of our community. Matthias grew up in Europe and worked on the issue of globalization and how communities across the world can unite to stand up to unfair and oppressive economic policies. Matthias started his career at Chinatown CDC working with SRO Families across the city to demand access to city services and more housing opportunities. Matthias holds a Bachelor of Arts degree in Russian Literature and Culture from University of Perugia and a Masters of Arts in Ethical Finance from University of Ferrara.

Kevin Prindiville - Executive Director, Justice in Aging



Kevin Prindiville is Justice in Aging's Executive Director. He is a nationally recognized expert on the legal rights of older adults. Kevin has a long history of developing partnerships and directing strategic advocacy efforts. The author of numerous articles, reports and briefs, he frequently testifies before legislators, presents at national conferences and works closely with both federal and state regulatory agencies.

Simonne Ruff - San Diego Program Director, Corporation for Supportive Housing



Simonne has diverse experience in the housing, community, and services fields with expertise in organizational development, program evaluation, supportive housing for diverse populations including older adults. As the San Diego Program Director, Ms. Ruff provides training, technical support, and advisement to numerous supportive and affordable housing developers/providers and public agencies. Prior to moving to San Diego, Ms. Ruff worked at Neighborhood Link/Senior Link, a multi-service agency in Toronto, Canada. In addition, Ms. Ruff was the community lead researcher in a University of Toronto/Ryerson University initiative, investigating the effectiveness of supportive housing. She holds a Master's Degree from York University.

Doug Shoemaker - President, Mercy Housing



Doug is a long-standing leader in the affordable housing field, having worked in housing policy and development in California since 1995. As President of Mercy Housing California, he leads one of the most active affordable housing developers in the country with more than 3,000 apartments in development from Los Angeles to the Bay Area and Sacramento. Doug is a nationally recognized expert on Inclusionary Housing and mixed-income development. In his role as the Director of San Francisco's Mayor's Office of Housing, he managed the strengthening of the City's Inclusionary Housing ordinance and helped guide the development of mixed-income housing plans for the Hunters Point Shipyard, Treasure Island, and the Eastern Neighborhoods Plan. He also co-led the development of HOPE SF, San Francisco's groundbreaking effort to turn five distressed public housing sites into mixed income communities. At the Non-Profit Housing Association of Northern California, he supervised regional advocacy work on inclusionary housing and co-authored "Inclusionary Housing in California: 30 Years of Innovation."

Mathew Reed - Director of Policy, SV@Home



Mathew leads the policy team at SV@Home working across Santa Clara County for stable and affordable housing for all. He has a decades-long commitment to affordable housing development, preservation and policy. Beginning as a tenant organizer in New Jersey in the 1990s, he brought community interests to housing policy discussions to ensure that affordable housing is a part of the understanding of inequality and

the movements for social justice. In the Bay Area, he worked in the public, nonprofit, and the private sectors as a housing demographer, a social policy evaluator and an organizer. Mathew holds a Ph.D. in Urban Sociology and Social Policy from Northwestern University.

Anna Gwyn Simpson - Vice President of Resident Services, Eden Housing



As Vice President of Resident Services, Anna Gwyn Simpson is responsible for directing the operations of Eden Housing's affiliate, Eden Housing Resident Services. She also works closely with Eden's property operations affiliate, Eden Housing Management. Simpson oversees 44 staff and resident service programs that include youth after-school, digital technology and literacy, health and wellness, financial literacy, and aging in place and independent living for older adults, veterans, and people with disabilities.

Anna Gwyn joined Eden in August of 2015 and spent most of her career in housing. She served in leadership roles with the Oakland Housing Authority, Citizens Housing Corporation, and Episcopal Community Services of San Diego and Riverside Counties. She also served as the Interim City Manager for the City of Martinez and was an Executive Board member of the Pacific Southwest Regional Council of the National Association of Housing and Redevelopment Officials (NAHRO). Anna Gwyn brings more than 20 years of knowledge and experience in managing social service programs for diverse communities and an ability to develop and measure program success with effective tools and metrics. In 2020, her team reached the milestone of 8,591 unique residents served through one-on-one or group interactions, with 18,439 successful wellness checks during the pandemic and wildfires. Anna Gwyn Simpson earned her Bachelor of Arts degree in Sociology at Colorado College, and a Master's degree in Public Administration (MPA), with a focus in Nonprofit Administration.

Fernando Torres-Gil, Ph.D. - Director, Center for Policy Research on Aging, UCLA; Master Plan for Aging Advisory Committee; and Board Chair, Step Up on Second



Dr. Fernando M. Torres-Gil's multifaceted career spans the academic, professional, and policy arenas. He is a Professor of Social Welfare and Public Policy at UCLA, Director of the UCLA Center for Policy Research on Aging and an Adjunct Professor of Gerontology at USC. He has served as Acting Dean and Associate Dean at the UCLA School of Public Affairs, and Chair of the Social Welfare Department. Dr. Torres-Gil is an accomplished academic and national leader in public policy. He has an impressive portfolio of public service, plus national and international recognition as a leading spokesperson on demographics, aging, and social policy, serving under President Jimmy Carter, President Bill Clinton and President Barack Obama.

At the state level, he was appointed by former Governor Gray Davis to the Governor's Blue Ribbon Task Force on Veterans' Homes; by former Governor Arnold Schwarzenegger as a delegate to the 2005 White House Conference on Aging; and recently, appointed by Governor Gavin Newsom to an Advisory Committee developing a Master Plan for Aging. He currently serves on Boards serving the homeless (Step-Up), advocating for vulnerable elders (Justice in Aging), and addressing educational disparities (Alliance for a Better Community). He is Co-Chair of the National Academies of Sciences, Engineering and Medicine Forum on Aging, Disability and Independence and previously served as a member of the Institute of Medicine (IOM) End-of-Life Committee (2012-2014).

Maria Zamora - CEO, Center for Elders' Independence



Maria became CEO for Center for Elders' Independence, a PACE provider in Contra Costa and Alameda Counties, in March 2021, bringing more than 24 years of experience in the healthcare and insurance industries. She held executive management positions at for-profit and not-for-profit organizations, and has an extensive background in PACE (Program of All-inclusive Care for the Elderly). Prior to joining CEI, Maria served as Vice President of Senior Care Services/PACE at AltaMed Health Services and she also was the Regional Executive Director for InnovAge, which operates PACE programs Southern California and several other states. She has cultivated strong community relationships related to her expertise in health care and senior services. She is Chair and Executive Committee member of the Board of Directors for National PACE Association. She also serves as Vice Chair and Executive Committee member of the Board of Directors for California PACE Association (CalPACE). Maria's commitment to the national PACE model of care serves her well as she guides CEI through its next phase of expansion and innovation. She holds a Master of Business Administration (MBA) from Webster University in St. Louis, MO, and a Bachelor of Science in Business Accounting from the University of Phoenix.

A Tribute to Our Leaders

Our community feels the loss of leaders who played a pivotal role in shaping the Senior Health Policy Forum. While they are no longer with us, we are proud to carry on their mission to elevate issues impacting the Bay Area's aging population, and to find a common voice to create dynamic change.



Linda Trowbridge

Chief Executive Officer for Center for Elders' Independence
2013 – 2020



Robert E. Edmondson

Chief Executive Officer for On Lok
2005 – 2016



Supervisor Wilma Chan

Alameda County Board of Supervisors
1995 – 2000 and 2011 - 2021
2015 SHPF Closing Speaker



The Bay Area Senior Health Policy Coalition is part of The SCAN Foundation's Community of Constituents initiative, building a statewide movement to transform the system of care so that all Californians can age with dignity, choice and independence. For more information, visit www.TheSCANFoundation.org.

Thank you to our 2022 Planning Committee who made this event a success!

Grace Li (SHPF Co-Chair)
CEO, On Lok

Maria Zamora (SHPF Co-Chair)
CEO, Center for Elders' Independence (CEI)

Katherine Kelly (Planning Committee Chair)
Senior Government Affairs Manager, On Lok

Charlene Elefante
Government and Community Relations
Manager, On Lok

Stuart Fong
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Nicole Howell
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Linda M. Jackson
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Action Initiative

Cindy Kauffman
Deputy Director of Community
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Eileen Kunz
Chief of Government Affairs and
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Lenore McDonald
Community Outreach & Gov.
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Elders' Independence (CEI)

Wendy Peterson
Director, Senior Services Coalition
of Alameda County

Tylor Taylor
Executive Director, Saratoga Area
Senior Coordinating Council and
Chair, Santa Clara County Senior
Care Commission

Vaughn Villaverde
Director of Advocacy, AACI

A special thank you to staff from LeadingAge California, On Lok and Center for Elders' Independence who provided staff support to put on today's event.

For electronic copies of the speakers' presentations, please visit the Senior Health Policy Forum website following the event: bayareashpf.org



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