



2019

Senior Health Policy Forum



Session Summaries



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6th BAY AREA SENIOR HEALTH POLICY FORUM

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INTRODUCTION

Since 2009, On Lok and the Center for Elders' Independence (CEI), the Bay Area PACE (Program of All-inclusive Care for the Elderly) organizations, have convened the Bay Area Senior Health Policy Forum. This biennial event has brought together aging advocates, providers, policymakers, seniors, and other stakeholders to inform policy and support the creation of a healthy environment for aging in the Bay Area.

The sixth Bay Area Senior Health Policy Forum was hosted on December 3, 2019, at the South San Francisco Conference Center, and built upon the successes and collaborations at our previous five forums over the last decade. This forum explored senior homelessness in the Bay Area, ensuring a complete count for the 2020 Census, creating affordable and accessible senior housing, implementing age-friendly livable communities, and advocacy opportunities for 2020 federal and state policy initiatives.

The following proceedings present summaries of the plenary presentations and breakout sessions, and some key takeaways that were discussed during these engaging sessions. PowerPoint presentations from our speakers are available on our website <http://bayareashpf.org>.

A sincere thank you goes to the forum attendees who generously shared their passion, ideas, and commitment to action at this year's convening. Thank you for helping to shape the future of aging in the Bay Area.

We look forward to continuing our collaboration with our Bay Area partners in the coming years.

With gratitude,

Grace Li, CEO
On Lok
Co-Chair, Bay Area Senior Health Policy Forum

Linda Trowbridge, CEO
Center for Elders' Independence
Co-Chair, Bay Area Senior Health Policy Forum



ACKNOWLEDGEMENTS

On Lok and the Center for Elders' Independence are deeply grateful to the many people and organizations that helped plan and present at the 6th Bay Area Senior Health Policy Forum.

As forum hosts, we would like to extend a very special thank you to our sponsors for their generous financial support that made the forum possible:

California Health Care Foundation
Sequoia Living
SilverRide
Ombudsman Services of Contra Costa, Solano and Alameda
John Muir Health
The Health Trust
HumanGood
Senior Services Coalition of Alameda County

We appreciate our session moderators who helped guide our sessions throughout the day and who continue to shape the future for aging across the Bay Area and California:

Dion Aroner, AJE Partners
Michele Lew, CEO, The Health Trust
Shireen McSpadden, Executive Director, San Francisco Department of Disability and Aging Services
Sharon Rapport, Director, California State Policy, Corporation for Supportive Housing
Sarah Steenhausen, Senior Policy Advisor, The SCAN Foundation
Monica Tong, Program Manager, Santa Clara County Office of the Census

We extend a heartfelt thank you to our morning session speakers who inspired us, and explored areas of policy and advocacy where we can make an impact:

Jennie Chin Hansen, Independent Consultant, Hirsch Associates Philanthropic Advisors and Member, Master Plan for Aging Stakeholder Advisory Committee
Assemblymember Ash Kalra (San Jose)
Dr. Margot Kushel, Professor of Medicine, Division of General Internal Medicine, Zuckerberg San Francisco General Hospital and Trauma Center
Marko Mijic, Deputy Secretary of Program and Fiscal Affairs, California Health & Human Services Agency
Assemblymember Phil Ting (San Francisco)
Kim McCoy Wade, Acting Director, California Department of Aging

We are indebted to our afternoon workshop speakers who generously shared their time and expertise, and who are leading the way across the Bay Area:

Michelle Alcedo, Director of Programs, Openhouse
Maya Altman, CEO, Health Plan of San Mateo



Anissa Basoco-Villarreal, MPA, Policy Director, Agency Administration, Office of Policy, Evaluation, and Planning, Alameda County Social Services Agency
Mark Burns, Executive Director, Homebridge, Inc.
Pedro Galvao, Policy Director, Non-Profit Housing Association of Northern California
Jane King, Vice President of Operations, Center for Elders' Independence
Nick Kuwada, 2020 Census Program Manager, Santa Clara County Office of the Census
Danielle Mazzella, Preservation & Data Manager, California Housing Partnership
Eli Gelardin, Executive Director, Marin Center for Independent Living
Emma Gonzalez, Community Affairs Manager, San Mateo County Office of the Census
Stephanie B. Kim, Senior Director, Census 2020, United Way Bay Area
Diana Miller, Project Manager, Seniors' Agenda, Department of Aging and Adult Services, Social Services Agency, County of Santa Clara
Raymond "Ray" Mueller, Partnership Specialist (Northern California), Los Angeles Regional Census Center, U.S. Census Bureau
Adrienne Pon, Executive Director, Office of Civic Engagement & Immigrant Affairs, City & County of San Francisco
Claire Ramsey, Senior Staff Attorney, Justice in Aging
Bryan Ricks, Chairman, Mayor's Commission on Aging (Oakland); Executive Director, CareBuilders at Home- East Bay; Member, Livable Oakland Committee
Debbie Toth, President and CEO, Choice in Aging
David Tucker, Regional Program Manager, Region 3, California Complete Count
Diana Yin, Chief Strategy and Analytics Officer, On Lok

The success of the forum is attributable to the following members of the 2019 planning committee, whose dedicated efforts and expertise helped shape our forum:

- **Center for Elders' Independence (CEI)**: Dianna Garrett, Director of Communication and Planning; Lenore McDonald, Director of Fund Development and Government Relations (www.cei.elders.org)
- **Health Care Advocate**: Elaine Wong-Eakin
- **Ombudsman Services of Contra Costa, Solano and Alameda**: Nicole Howell, Executive Director (<https://www.ccsombudsman.org>)
- **On Lok**: Charlene Elefante, Government and Community Relations Manager - South Bay, Eileen Kunz, Chief of Government Affairs and Compliance; Katherine Kelly, Senior Government Affairs Manager (www.onlok.org)
- **Saratoga Area Senior Coordinating Council and Santa Clara County Senior Care Commission**: Tylor Taylor, Executive Director (<https://www.sascc.org>)
- **Senior Services Coalition of Alameda County**: Wendy Peterson, Director (<http://seniorservicescoalition.org>)
- **San Francisco Department of Disability and Aging Services**: Cindy Kauffman, Deputy Director of Community Services (<https://www.sfhsa.org/about/departments/departments-disability-and-aging-services-das>)
- **Working Partnerships USA**: Vaughn Villaverde, Associate Director of Health Policy



Finally, thank you to the staff who contributed to the development of the forum and helped manage the behind-the-scenes details:

- **Center for Elders' Independence (CEI):** Dafina Dailey, Elana Sessions
- **On Lok:** David Byrd, Jessica Chang-Greenman, Henry Pacheco
- **LeadingAge California:** Lucas Evensen, Kevin Tuuaga, Soua Vang

Welcome Remarks

Speaker:

Assemblymember Phil Ting, 19th Assembly District (San Francisco)

Assemblymember Phil Ting welcomed conference attendees and thanked all those in attendance for their work on behalf of and with older adults in the Bay Area and surrounding communities. The Assemblymember highlighted Governor Newsom's support for programs for the elderly while also noting that many of the funding restorations included in the 2019-2020 budget were scored as temporary. The Assemblymember urged all in attendance to strengthen their presence in Sacramento and amplify advocacy efforts as the Governor and legislature move towards setting budget priorities for the next fiscal year.

Speakers:

Grace Li, Chief Executive Officer, On Lok

Linda Trowbridge, Chief Executive Officer, Center for Elders' Independence (CEI)

Grace Li, CEO of On Lok, and Linda Trowbridge, CEO of the Center for Elder's Independence (CEI), jointly welcomed all in attendance at the 2019 Senior Health Policy Forum, and commended those present for their commitment to collaboratively address the urgent needs of the Bay Area's aging population. A brief history of the Program for All-Inclusive Care for the Elderly (PACE) was provided, and the two leaders highlighted that today nearly 2,000 Bay Area older adults are served by PACE across four Bay Area counties.

The two leaders recognized that the first Senior Health Policy Forum was held in 2009 and acknowledged all that advocates have accomplished to support Bay Area older adults over the past decade. Grace and Linda urged forum attendees to continue working together to amplify the voices of older adults and those serving the elderly, and to build upon recent advocacy successes with policy decision-makers in both Sacramento and Washington, D.C.



**“Shaping the Future for Healthy Aging in California”
Keynote Speaker**

Speaker:

Kim McCoy Wade, Acting Director, California Department of Aging

Acting Director of the California Department of Aging, Kim McCoy Wade, delivered the 2019 Senior Health Policy Forum keynote address, which featured an update on the current state of the Master Plan for Aging and efforts planned for 2020. Significant work has been completed to-date on the Master Plan for Aging, including the convening of the 34-member Stakeholder Advisory Committee and two subcommittees, one dedicated to Long-Term Services and Supports and one to Research, as called for by Governor Newsom’s Executive Order. A framework that outlines the vision, values, and goals of the Master Plan for Aging has been completed. Values highlighted in the framework include equity, dignity, disruption, innovation, and partnership. A key goal of the Master Plan for Aging highlighted by Acting Director Wade is to provide all Californians the choice and the resources to live where they choose across the lifespan. Central to achieving this goal is a commitment by those involved in the Master Plan for Aging to creativity, equity, and inclusion. The Department of Aging continues to seek public involvement in the process of developing policy recommendations for the Master Plan for Aging.

Acting Director Wade urged those attending the conference to submit policy recommendations by December 13, 2019 for inclusion in the initial list. Recommendations may be submitted via the stakeholder feedback page on the [Master Plan for Aging website](#). Public comments will continue to be solicited in 2020 through a new website that will launch in January. In addition to the launch of a new, user-friendly website, the Department of Aging is involved in planning a series of statewide roundtables to be held early in the New Year, and will also begin holding “Wednesday Webinars” that will feature local leaders discussing hot topic issues such as end of life care and workforce development. The Master Plan for Aging is scheduled to be released in August 2020. Acting Director Wade concluded the address by calling upon forum attendees to hold the Department of Aging accountable to push for bold, multiyear, innovative changes throughout the budget and legislative seasons.

“Senior Homelessness in the Bay Area: Regional Trends and New Opportunities”

Dr. Margot Kushel’s research focuses on preventing and ending homelessness and on the burden of homelessness on health. She has a particular focus on the growing problem of homelessness in older adults, and has been studying the causes and consequences of homelessness for almost 20 years. Dr. Kushel’s research has informed local, regional and national programmatic policy changes to address the aging homeless population. During this session, Dr. Kushel shared her research into regional trends in homelessness, specific pathways into homelessness for older adults, and what unique interventions are necessary to address the needs of this population.

Speaker:

Dr. Margot Kushel, Professor of Medicine, Division of General Internal Medicine, Zuckerberg San Francisco General Hospital and Trauma Center



According to Dr. Margot Kushel, in 2019, half of single adults experiencing homelessness are over the age of fifty, and by 2030, the number of older adults aged 65 years and over who experience homelessness will triple. Dr. Kushel presented a one-hour session that addressed the structural causes underlying homelessness among older adults, key findings from the HOPE HOME (Health Outcomes in Populations Experiencing Homelessness in Older Middle ageE) Study, and policy recommendations to address the current and projected crisis of homelessness among Bay Area older adults. Dr. Kushel adamantly pushed back against claims that experiencing homelessness is due to individual health behaviors or lifestyle choices by presenting evidence that generational effects, such as entering the workforce during the recession, the ongoing housing affordability crisis, and institutional racism are key structural factors that contribute to the rising number of older adults experiencing homelessness.

Among participants in the HOPE HOME Study – an ongoing longitudinal cohort study of older adults experiencing homelessness in Oakland, CA – those who experienced homelessness for the first time at age 50 years or older were two times more likely to die than those who experienced homelessness prior to reaching the age of 50 years. Dr. Kushel posed the question to forum attendees, “How do we design policies to help families and friends support their loved ones?” Dr. Kushel concluded the presentation with a series of policy recommendations ranging from the preservation and building of extremely low income housing to the expansion of existing rapid rehousing programs. According to Dr. Kushel, “permanent supportive housing is the evidence-based solution to homelessness.”

**“Creating Policy Change to Support Aging in California”
Policy Leadership Roundtable**

In this moderated panel discussion, attendees heard from policy and legislative champions who are leading the way in California on aging, long-term care, workforce and other statewide policy initiatives. How can innovations and efforts in the Bay Area help shape statewide policy, and how can we leverage our advocacy efforts at the state level to make a real impact? We were honored to be joined by leaders who are creating policy change to support aging in California for this important discussion.

Speakers:

Dion Aroner, AJE Partners (Moderator)

Jennie Chin Hansen, Independent Consultant, Hirsch Associates Philanthropic Advisors and Member, Master Plan for Aging Stakeholder Advisory Committee

Assemblymember Ash Kalra, 27th Assembly District (San Jose)

Marko Mijic, Deputy Secretary of Program and Fiscal Affairs, California Health & Human Services Agency

Jennie Chin Hansen described the need to use Master Plan funding for person-centered services and utilizing data to tell a person’s story and show their path to obtaining services. She emphasized the need for a disaster preparedness mapping system to identify senior housing facilities and determining where people are and where they will go when there are evacuations. Jennie suggested exploring the use of healthcare organizations’ community benefits as a funding source for data collection investments, and asking community organizations to share their data with the State to support its ability to systematically gather data. Senior transportation needs could also be



supported by identifying volunteers as transportation providers while public transit options are being developed.

Assemblymember Ash Kalra discussed the Master Plan for Aging execution and emphasized the need to look at senior poverty, a housing taskforce, and long-term care. Recommendations and next steps included expanding our thinking of healthcare reimbursements to include housing; evaluating the health and financial impact that power shutoffs are having on vulnerable populations; protecting the senior population by providing better care coordination and using PACE programs as a model; considering a public financing option for middle class long-term care, recognizing that low caregiver wages is subsidizing the cost of care; emphasizing the need for more caregiver training to address workforce issues; and investing in public transit and encouraging people who are still driving to explore other transportation options.

Marko Mijic emphasized the need to provide person-centered services and utilizing data to assist with this effort. He spoke to building and enhancing current data collection tools to focus on providing person-centered services versus creating programs that fit government silos. Examples include dashboards to identify populations receiving Medicare, Medi-Cal, and IHSS services to assist with identifying people who may need first responder welfare checks during emergencies or power shutoffs. He discussed the need to provide incentives to health plans to improve case management and care coordination as part of a person-centered service model. Public financing options will need to be considered to address long-term care options for the middle class. Executing the Master Plan for Aging and making sure all seniors are included at the table will require unique methods such as technology, community organizations, and building a coalition of foundations to help with engagement. Delivery of care innovations will be important in addressing caregiver workforce issues and housing for both caregivers and seniors.

The topics and questions submitted for discussion during the Policy Leadership Roundtable:

- What is the State going to do about seniors and people with medical issues who are put at risk by power shutoffs?
- What investments are being made to collect better data for use by policymakers, the legislature, and administration – what data is missing and where can we get funding?
- How to get health plans to do case management?
- What are the long-term care options for the middle class?
- What are challenges and solutions to address workforce needs, with a focus on caregivers?
- What are specific advancements we need to make around transportation for an aging population?
- How do we ensure that all stakeholders and consumers impacted by the Master Plan for Aging have a seat at the table?
- What is the Legislature's commitment to fulfilling the Master Plan for Aging, how do we properly fund it, and how do we make it actionable?



Concurrent Breakout Sessions - Part 1

The 2020 Census: It Matters

The U.S. Census is conducted every 10 years and has significant impacts to programs and services in our communities. The next Census will happen in 2020, and it's important we all get prepared. This session will be led by speakers from The U.S. Census Bureau and the California Complete Count office. They will be discussing what makes this census different in 2020 and what it will mean for California if there is a miscount.

Objectives

- 1) Learn about why the Census is important and the fiscal implications of a miscount.
- 2) Understand what makes the 2020 Census unique from previous counts.

Speakers:

Monica Tong, Program Manager, Santa Clara County Office of the Census (Moderator)

Raymond "Ray" Mueller, Partnership Specialist (Northern California), Los Angeles Regional Census Center, U.S. Census Bureau

David Tucker, Regional Program Manager, Region 3, California Complete Count

Raymond Mueller from the Los Angeles Regional Census Center presented the process and logistics how the Census Bureau would conduct the next Census in 2020. The U.S. has conducted decennial Census since 1790. The information that Census generates is confidential and protected by law. The Census guides how funds are spent in every county and helps shape America's 10 year check-up. Census data includes 10 questions regarding population, median income, employment rate, and independent living difficulty. The Census will be asked in 59 languages and language assistance will be available in order to address the language issues. The post card will be mailed out during the week of March 12th -20th, 2020. Participants can respond through the internet, by phone, paper form and in person. There will be no citizenship questions in the Census. Internet self-response is available for those without usual residence. There will be quality control operations working on sampling for information accuracy. The Census is at the recruitment phase and will hire thousands of people to work at offices or visit sites to help with getting a complete count for the Census.

David Tucker from California Complete Count discussed why the Census matters. The Census improves older American's lives by providing funding for roads, hospitals, transit, outreach, education, community-based organizations and housing. An undercount is an important issue as it will affect federal funding for the State in the future. The 2020 Census is different as it is the first Census that will be largely conducted online, although it is also available by phone and mail. For individuals who are living in institutions, the Census Bureau will work with the institution's management in order to get a count of the residents residing in that facility.

A Regional View of Affordable Senior Housing

The importance of expanding the availability of affordable and accessible housing for seniors cannot be underestimated. Organizations and policymakers at the city, county and state level are looking at a variety of solutions, but what does the affordable housing landscape look like from a



regional perspective? What affordable housing currently exists, and how are we planning to meet the housing needs of our growing aging population across the Bay Area? How do we utilize existing funding streams, and what are new funding opportunities? Join this session to hear from policy and planning leaders on how regional housing needs are identified, and how these needs are translated at the local level for implementation.

Objectives

- 1) Understand the methods by which regional planners identify the housing needs of the Bay Area and how we are doing
- 2) Learn about housing forecasts and how these needs are implemented at the local level.
- 3) Understand the different funding streams to build affordable housing and identify opportunities to advocate for affordable housing in your community.

Speakers:

Sharon Rapport, Director, California State Policy, Corporation for Supportive Housing (Moderator)

Pedro Galvao, Policy Director, Non-Profit Housing Association of Northern California

Danielle Mazzella, Preservation & Data Manager, California Housing Partnership

The three presentations for the Affordable Housing session represented different, interrelated perspectives on our current housing crisis in California:

Danielle Mazzella presented an overview of the housing crisis in California. Her organization works to build and preserve affordable housing, offering consultation to clients willing to build and create affordable housing—projects both large and small. Education offered to clients includes information about tax credits, bonds, vouchers and Section 8. In addition her organization advocates for state and national funding for redevelopment and infrastructure. In her presentation, Danielle identified not only the importance of developing affordable housing but also making sure existing housing remains affordable and built or modified for sustainability. California Housing Partnership is promoting policy that will increase the financial resources for owners of low income multifamily housing and bring back redevelopment funding for low income housing that was lost during the recession. Her program focuses on San Francisco and San Jose, but can serve as a model throughout the state. The partnership is a “do and think tank” that uses the experience gained from helping hundreds of nonprofit and government partners create 70,000 affordable homes in the past 30 years.

Pedro Galvao reflected that our area is one of the least affordable regions in the country with the most congestion. His organization provides passionate advocacy for fair housing and is guided by three main principals. First, protection. In our competitive housing market it's critical to protect people from losing their housing without just cause. To this end, NPH supports policy that protects families from greedy and predatory practices. For example, they helped get AB1482 signed into law. This bill prevents unreasonable rent increases and arbitrary evictions. Second, preservation. NPH is committed to keeping affordable units affordable. Third, production. NPH has been very active in promoting the production of affordable units in Northern California. For example NPH helped get AB 1486 signed into law. This law secures unused public land for the public good and prevents its use for private profitable ventures. Much more information about legislative successes can be found on the Non Profit Housing Association's website.



Sharon Rapport presented worrying data about the increase in homelessness in our region (40% rise in Alameda County from 2017 to 2019) and its impact on the health of the community, especially the homeless elders and other vulnerable populations. Sharon identified three ways to reduce homelessness that the National Corporation for Supportive housing endorses: rental assistance, rapid rehousing program and supportive housing. The policy work involves getting dollars for housing, assisting people at high risk (for example getting out of jail or being discharged from the hospital) and providing supportive housing to help vulnerable renters maintain their housing. Rapid rehousing in Alameda County has been established as the coordinated entry system, which provides a one stop shop for homeless men and women seeking affordable housing. As Sharon says, “housing solves homelessness.”

During our discussion we learned about how each of these organizations work together and also how they offer outstanding opportunities to get involved and make a difference. All are encouraged to visit their websites to find out how we might contribute to solving the problem of homelessness in our region.

Stuck on Start – Mobilizing Your Age-Friendly Action Plan

The AARP Network of Age-Friendly States and Communities has been serving as a catalyst to educate, encourage, promote and recognize improvements that make communities supportive for residents of all ages. The ultimate goal is to create livable communities for all ages. But figuring out where to start can be overwhelming and challenging. Should you hire a firm to help you navigate the process? How do you fund this initiative? How long does it take to receive this designation? Come hear from local experts who are successfully navigating through the process to learn about how the livable communities initiative is becoming a reality in the Bay Area, and how you can be involved in the initiatives locally.

Objectives

- 1) Understand the different phases of becoming a “Livable Community.”
- 2) Learn how to use your needs assessment to inform your action plan.
- 3) Learn how to find resources and funding for your Livable Communities initiative.

Speakers:

Shireen McSpadden, Executive Director, San Francisco Department of Disability and Aging Services (Moderator)

Diana Miller, Project Manager, Seniors’ Agenda, Department of Aging and Adult Services, Social Services Agency, County of Santa Clara

Bryan Ricks, Chairman, Mayor’s Commission on Aging (Oakland); Executive Director, CareBuilders at Home- East Bay; Member, Livable Oakland Committee

Shireen opened the session by discussing the importance of promoting and improving the age friendly movement for all residents. What does “age friendly” mean?

Diana Miller provided an overview of the Age Friendly initiative. The World Health Organization started it back in 2005, and there are now there are 1,000 in over 41 countries. There are currently seven states that are already/working toward becoming age-friendly - California, Florida, New



York, Michigan, Colorado, Massachusetts, and Oregon. Age Friendly has eight domains, and in Santa Clara County, all 15 cities were designated as age friendly in 2018. They did an age friendly survey (online and paper) and received 2,500 responses. Unfortunately, 500 responses had to be thrown out due to not filling their age. Each city collected their surveys and did their own analysis, but AARP can also provide their own survey, which is shorter and translate in several languages and they will do analysis for you. They conducted 17 focus groups in San Jose and action plans are now in process in Santa Clara County.

Each year Santa Clara County host two Seniors Agenda Network Summits where they recognize each city for being age friendly and their progress to-date. They discuss new resources and it's a great a way to start momentum around age friendly initiatives. They average 175 attendees per summit and receive support through sponsorships and in-kind donations. Age Friendly accomplishments so far: Senior Safari, Family Care reimbursement, and they are looking at creating new programs around housing and transportation.

Bryan is with the City of Oakland, which was recently granted age friendly status. Oakland is home to approximately 75,000 seniors, which is the fastest population in the city. Oakland is committed to keeping them in their homes. Their age friendly work happened in three phases and by meeting every month. The Mayor was involved from the start to ensure the buy-in. By 2019 they were able to present key data to state officials and other leaders. They went to each city council district to conduct listening sessions, and having partners, like the Center for Elders' Independence, was key. Their needs assessment was incredibly important and provided great insight regarding their needs (i.e Housing). The City of Oakland is currently working on four priorities; Housing, Health and Wellness, Communication and Open Spaces.

Shireen discussed their work in San Francisco to focus on aging and disabilities. A quarter of the population in San Francisco has some sort of a disability. DAS has done a lot community work in different districts in San Francisco and having a diverse group of stakeholders has been key. They've included the disability community and is one of the only age-friendly cities to do so. They laid out specific domains and gathered all of the research on each domain, came up with their action plan, which they recently published. It has been really exciting to see changes already happening in the city, such as extending crosswalk time at intersections. San Francisco has also launched an "EndAgeism" campaign, with phase one being to build a public awareness campaign targeted toward those who are aging or have parents who are aging.

Q&A

Q: Earlier about focus groups, what is the price tag?

A: Diana- \$30,000 for the year.

Q: How did you effectively do the work in the different cities?

A: Diana- Some cities did their own in-depth focus groups, others had surveys.

Q: How can you expand upon the Senior Safari (Santa Clara County)?



A: Diana- It's May through Oct (1x/month), and they partner with Happy Hollow and Kaiser. They've been marketing it to diverse groups. The Safari is ADA accessible, free and seniors can ride the rides.

Q: How can counties and cities work together to come up with a plan?

A: Diana- Everyone can learn from each other.

A: Bryan- Oakland has looked at how Fremont has conducted its age friendly work. It's important to leverage your resources and utilize your best practices.

Riding the Waves of An Ever-Changing Policy Environment: A Current View and the 2020 Horizon

There has been an immense level of activity on policies and regulatory changes that ultimately have real impacts on the communities we serve. What do we need to know about CalAIM, which will bring broad reforms to the Medi-Cal system, the opportunities under the state's Master Plan for Aging, and other areas of health care policy? How do we focus our advocacy work and create real change for the communities we serve with so many changes and opportunities on the horizon? Join this session to hear from leading policy experts on these timely policy discussions.

Objectives

- 1) Understand the local implications of health care policy changes.
- 2) Learn about the role of stakeholder workgroups who are guiding statewide health policy changes.
- 3) Understand how to stay updated and monitor statewide policy issues that are important to the communities you serve.

Speakers:

Sarah Steenhausen, Senior Policy Advisor, The SCAN Foundation (Moderator)

Maya Altman, CEO, Health Plan of San Mateo

Claire Ramsey, Senior Staff Attorney, Justice in Aging

Maya Altman provided the basic overview of California Advancing and Innovating Medi-Cal (CalAIM) initiative, which is a proposal by California's Department of Health Care Services (DHCS). Maya discussed several positive aspects of CalAIM and some limitations as well. The CalAIM initiative aims to implement more integrated health care delivery, Long-Term Services Supports (LTSS), and Dual Eligibility that includes enhancing care management and home health program. First, she strongly emphasized face-to-face contact while delivering care and services. With the limited workforce, the managed care plans often contract with the local counties to enhance the overall quality of care management that mainly targets the elderly and disabled population.

Maya also introduced a voluntary program called "In-lieu services," where Medicaid pays for the services that aren't covered traditionally. It enables health plans to receive reimbursement for preventing a person from being placed in a Skilled Nursing Facility (SNF). However, the "In-lieu services" is not a statewide benefit, and it's up to the health plans for implementation. Maya mentioned that CalAIM does not include a clear vision and roadmap for LTSS and other programs, such as IHSS, SSP, and AAA funded programs. The lack of information becomes a challenge in terms



of coordination and implementation. If the States want to establish an integrated system, they need to be more disciplined and have the political will to shape it.

Claire Ramsey presented that the Master Plan of Aging is not just for elderly seniors, it's a plan for everyone regardless of age because we are all getting older. She encouraged people to anticipate and advocate for the Master Plan for Aging in their current position by considering the questions of "what do we want the State to do and what do we want the State to be?" We need to not only put the lens on health care issues, but also on other impacted areas such as housing, food, transportation, safety, income, and retirement.

Claire also talked about thinking boldly and being able to run different scenarios like puzzle pieces. We might miss pieces that can be funding, but it's not only funding. Our thinking has to be, "How can things work better together? How do we get money for the things that really, truly need it? How do we think innovatively about these funding pieces?" She recommended the State make commitments to work collaboratively with people to address various issues and find a balance among improvements, funding, and program sustainability. Fundamentally, we would want the State to incorporate benefits as a future entitlement and be able to commit for future growth. Lastly, she brought the ideas of working in a coalition that can benefit when people want to push a big idea all together even though it might not be a perfect fit. The alliance across the different sectors helps build advocacy, and will gain more than it loses.

Concurrent Breakout Sessions (Part 2)

A Bay Area-Wide Plan of Action for the 2020 Census

The session will be led by U.S. Census Program Managers from San Francisco, Santa Clara, San Mateo, and Alameda Counties. They will be sharing their plans of actions on how to properly count our communities and reach hard to count populations in each county for the 2020 Census. Come to this session to learn about their strategies and how you can get involved in making sure California has a complete count in the next Census.

Objectives

- 1) Learn about the different plans of actions to tackle Census 2020 outreach from county leaders from San Francisco, Santa Clara, San Mateo and Alameda counties.
- 2) Understand what advocacy opportunities are available in the Census 2020 in the Bay Area.
- 3) Learn about how local Census offices are specifically targeting the senior populations.

Speakers:

Monica Tong, Program Manager, Santa Clara County Office of the Census (Moderator)

Emma Gonzalez, Community Affairs Manager, San Mateo County Office of the Census

Stephanie B. Kim, Senior Director, Census 2020, United Way Bay Area

Nick Kuwada, 2020 Census Program Manager, Santa Clara County Office of the Census

Adrienne Pon, Executive Director, Office of Civic Engagement & Immigrant Affairs, City & County of San Francisco



Emma Gonzalez spoke about how to ensure a complete count in San Mateo. She encouraged people to self-respond early to avoid an enumerator from knocking on their door, which will happen by the end of April otherwise. San Mateo County has worked diligently on coordination for the 2020 Census. Since they anticipated only 80% of the people would respond, they are planning to use multipronged approach and different strategies to engage different ethnic groups.

Adrienne Pon presented how San Francisco is specifically targeting senior populations. The City of San Francisco has worked with 200 cities in the country to share technologies and approaches to complete the Census. They believe everybody has a right to participate as all people matter. There are 53 congressional members, 538 electors in the Electoral College and \$800B amount of federal dollar going to all counties every year. Challenges of the Census consist of politicization, declining trust in government, privacy & cybersecurity risks, underfunding and under testing, historic undercount, fear (anti-immigrant policies and harm done with citizenship question), and digital and language barriers. It matters to all of us in San Francisco as we are the transportation, finance and tech hub of the country. San Francisco is only 47 square miles in size yet it holds the 2nd highest population density among the top US urban cities. San Francisco has a high unhoused population, a lot of renters, nearly half of the population speaking languages other than English, and many are immigrants. In order to get the job done, we need to motivate at least 73% of the population to self-respond, increase hard to count participation in every area by 10-15% over 2010 and implement a citywide call action to motivate all mobilized residents.

Stephanie Kim discussed ensuring a complete count for the 2020 census in the Bay Area. United way works through 7 counties across the bay area. Challenges for counting seniors include privacy and increases in senior homelessness. Each senior who is not counted will face a loss of \$1,000/year in funding for transit, parks, libraries, healthcare and more. Reaching seniors about the census 2020 consists of incorporating outreach messaging, including senior friendly messaging in services location, canvassing/visiting homes of seniors directly in language and ensuring questionnaire assistance. Key things Stephanie shared about the Census were answering online, by phone, by mail, or in person between March and April, the census was confidential and protected by law, they will not ask about citizenship and immigration status, to be sure everyone is counted, and if a senior moves between the questionnaire dates, we needed make sure they were counted.

Nick Kuwada spoke about what advocacy opportunities are available in the Census 2020 in Santa Clara County. Nick mentioned the department has created some messaging to encourage people to complete the Census. Test messages are in English and Spanish so as to reach diverse population in Santa Clara County. Some outreach efforts are questionnaire assistance, county facilities, call-in system, and size 14 font on the post card.

Innovative Housing Partnerships and Programs

Senior housing is no longer just a place to live comfortably as you age – it's a place to receive services. But what does it take to co-locate affordable and accessible senior housing with appropriate services? How do you create the right partnerships to deliver the right kinds of services? Come to this session to hear from local organizations who are leading the way in housing innovation, partnerships and programming.



Objectives

- 1) Learn about addressing funding and regulatory barriers to building housing with services.
- 2) Understand how PACE is partnering with housing developers to provide housing for their seniors.
- 3) Learn about the unique housing interventions required to serve an aging homeless population.

Speakers:

Sharon Rapport, Director, California State Policy, Corporation for Supportive Housing (Moderator)

Michelle Alcedo, Director of Programs, Openhouse

Jane King, Vice President of Operations, Center for Elders' Independence

Debbie Toth, President & CEO, Choice in Aging

Diana Yin, Chief Strategy and Analytics Officer, On Lok

Jane King reviewed the PACE (Program of All-inclusive Care for the Elderly) program and their work to develop housing solutions for frail seniors in the PACE program. PACE was founded and developed by On Lok in San Francisco in the early 1970's, and today there are 130 PACE programs in 31 states, serving almost 51,000 seniors. There is specific eligibility criteria to be served in PACE and the personalized care is closely managed by a team. Linking PACE and housing for homeless seniors is a win-win for the homeless senior because they have gain access to all-inclusive medical and social care; the developer has a partner for planning the project and to provide onsite services for residents at no cost; and the PACE program is able to serve previously unqualified homeless seniors due to the lack of a safe permanent address. Key aspects of the partnership include finding a housing developer who has housing units to fill, partnering with homeless shelters and transitional housing providers for referrals, and developing a commitment among the PACE staff to serve the previously homeless. Lessons learned thus far from PACE programs who have undertaken this partnership include move-in ready homes, early intervention for medical care, having regular meetings with the property managed prior to move-in, and adjusting the care model for a potentially different PACE clientele.

Debbie Toth discussed the new Choice in Aging – Aging in Place Campus that's being developed, and how co-locating services and developing partnerships will be key to providing comprehensive services in one location. Choice in Aging currently provides an array of services, ranging from Adult Day Health Care (ADRC), Multipurpose Senior Services Program (MSSP), California Community Transitions (CCT), and Program of Early Access for Seniors (PEAS). The vision of developing this campus are to create a national model of a campus environment that supports aging in the community through collaboration, build community resources, and create an environment that supports the whole person and independence while being cost effective and sustainable. They are partnering with Satellite Affordable Housing Associates (SAHA) and need to utilize a variety of funding streams (i.e. tax credits, CDBG, Section 8 and also state housing legislation. Advocacy is an incredibly important aspect of developing housing co-located with services, and providing data is key. There are already other successful models out there (Louisiana and Vermont), and it's important to share this with our elected officials.

Michelle Alcedo and Diana Yin co-presented to discuss a new program being developed by Openhouse and On Lok to serve LGBTQ+ seniors in San Francisco. They are working to co-design



and develop a social day care program for LGBTQ seniors, meeting an urgent need to serve the underserved. It was important to establish Guiding Principles between the two organizations around their mission and values, shared purpose, how to build trust in the community and develop a long-term relationship. Information sharing and collaboration between the two organizations is key when developing a new partnership, and to also determine your shared values to move the project forward. This program development in particular is also utilizing feedback from the LGBTQ+ senior community to make it a program for seniors, by seniors.

Implementing Your Age-Friendly Plan and Leveraging Partnerships

Our panel of Bay Area age-friendly experts will discuss how the livable communities initiative is becoming a reality in the Bay Area, and how we can continue to push this work forward. How can you leverage your age-friendly efforts for other opportunities? How can we make this initiative a statewide priority?

Objectives

- 1) Understand who are critical and effective partners to move the livable communities initiative forward.
- 2) Understand how the livable communities progress is tracked and how to measure its progress.

Speakers:

Shireen McSpadden, Executive Director, San Francisco Department of Disability and Aging Services (Moderator)

Diana Miller, Project Manager, Seniors' Agenda, Department of Aging and Adult Services, Social Services Agency, County of Santa Clara

Bryan Ricks, Executive Director, Area Developer CareBuilders at Home – East Bay and Commissioner, Oakland Mayor's Commission on Aging

Diana provided 15 tips to work with cities. When a staff person move to another city they still work Diana, so maintaining those relationships is important. She discussed providing networking opportunities to share program ideas. You need an elected official as a champion who is very pro age- friendly. You also need a dedicated city staff, and older adult activists. It's important to explore, "What is their self-interest in the issue and what work are they willing to share?" There is power in building those relationships. She encouraged everyone to write out a list 5 people who you want to meet and find out what their interests are. You need to find people who will "roll out the red carpet and not the red tape." When you want to engage age friendly elective officials: Do you know when their term is? Who wants their positions? How are you engaging with those who want to take their place? What can you do to make the elective official shine? Who are you bringing to the table for the age friendly movement? Political will and power go hand in hand. Some of the challenges are

Ageism, political elective officials' bandwidth, not enough money to continue to do the job, and how do you stand out among all of the other issues they're dealing with?

Bryan discussed how CEI was a great partner to be able to establish Oakland to become an age friendly city. The first tactic was to connect with the Mayor to understand her priorities. They also knew they needed community partners. They linked up with CEI, LES, and Aging & Adult Services



Department to help find solutions. Oakland operates in seven city council districts, and each district has their own challenges. They met with each city council office to understand their challenges and what their key priorities were. It was easy to leverage more support by taking the time to understand each of the city councilmembers' priorities.

Shireen stated that San Francisco is pretty age-friendly. They found their champions on the Board of Supervisors and had initially learned from the Mayor (at the time) that the City didn't want to spend any money (which has since changed). It is key to understand the city's priorities. How do you reach out to partners that may help with your issues? Currently, they are getting ready to present their age friendly work to the Mayor next month.

Q&A

Q: How can we leverage age-friendly with our local elected officials to support the Master Plan for Aging?

A: Diana- communication and getting the word out is key. Have people from Sacramento to come down and talk about it, and put it in newsletters.

A: Bryan- continuing to communicate about the importance of the Master Plan is important.

Building a Local Advocacy Strategy: Learn from the Experts

Come to this session to hear from local experts on how Bay Area counties mitigate the impact to federal program changes, how community-based organizations leverage their advocacy and relationships, and how you can submit formal comments on proposed health care changes. We will be joined by Bay Area leaders who are rising up against harmful policy changes and working to protect seniors, immigrants and at-risk communities.

Objectives

- 1) What role do community-based organization and counties play in policy advocacy?
- 2) How can advocates navigate the complicated process to comment on proposed changes to health care policy?

Speakers:

Sarah Steenhausen, Senior Policy Advisor, The SCAN Foundation (Moderator)

Anissa Basoco-Villarreal, MPA, Policy Director, Agency Administration, Office of Policy, Evaluation, and Planning, Alameda County Social Services Agency

Mark Burns, Executive Director, Homebridge, Inc.

Eli Gelardin, Executive Director, Marin Center for Independent Living

Anissa Basoco-Villarreal talked about the Alameda County Social Agency (SSA) response to the Trump Administration's proposed expansion to the definition of "public charge," which is someone likely to become primarily dependent on the government for support. The concept of public charge has been around for over 100 years. However, the role of public charge was changed in 1996 under the law of Personal Responsibility and Work Opportunity Reconciliation Act and Illegal Immigration Reform and Immigration Responsibility Act. The United States Citizenship and Immigration Services (USCIS) is the one that ultimately determines whether or not someone is deemed a public charge. It was previously proposed that effective October 15, 2019, eligibility for



programs such as General Assistance, CalWORKs, SSI, Medi-Cal for adults, CalFresh, Section 8 Assistance and, Public Housing would be able to take the “public charge test” into consideration. Fortunately, the change was put on hold and it did not go into effect. Alameda County SSA’s advocacy, along with others across the county, were able to block the changes temporarily. Alameda County SSA strongly opposed the proposed rule because it allowed USCIS to determine whom they will allow into the United States, who can renew certain temporary visas, and who can get Lawful Permanent Residency (LCR).

The chilling effect of the proposed public charge changes is that individuals may decide to disenroll themselves from public benefits for fear of it impacting their immigration status. The recommended actions that Alameda County SSA had taken include 1) share accurate and timely information with community members, 2) closely monitor the pending legislation for further delaying its implementation, and 3) continues to work closely with the Board of Supervisors and other elected officials to take action on issues that support immigrants and elders.

Mark Burns is the Executive Director of Homebridge, and has worked in the services provider field under a San Francisco-based IHSS mode non-profit agency for providing the home care services and engaging community members and organizations. Homebridge works closely with the San Francisco Human Services Agency to develop robust direct care services. One successful advocacy accomplishment was to create a non-profit displacement fund that allowed the non-profit organizations to have lease negotiations due to the impact of a technology company in the commercial real estate landscape. More recently, the two great successes were to negotiate with the Mayor's office regarding contractors' wage increase as well as \$5.8 million investment for workers' wages increases in San Francisco.

Mark actively participates in the work of San Francisco's Long Term Care Coordinating Council, which advises the Mayor and City on policy, planning, and service delivery for seniors to promote integrated and accessible long-term care systems. Moreover, Mark is also a member of California Collaborative for Long Term Services and Supports (<https://www.ccltss.org>), and he actively participates and engages with regional coalitions across the state. It is essential to advance our policies that ultimately benefit the local community.

Eli Gelardin discussed that the State has to promote social justice when delivering services to the community. Both the State and community recognize the importance of building a coalition while fighting for health supportive services and political advocacy. It's an opportunity to coordinate with different sectors and bring workforces, services, and social justice into one. Through strong leadership advocacy and collaboration with the State and local level community, we can use the collective voices to advocate the issues and policies continually.

**“Local Voices: Shaping the Aging Future Together”
Afternoon Plenary Session**

This closing session will feature remarks from the afternoon’s four breakout session moderators, all of whom are local leaders around the census, housing, advocacy for policy initiatives and creating livable communities. Don’t miss this dynamic panel of speakers who will discuss how we can raise up our voices and come together to shape aging issues in the Bay Area.



Michele Lew, CEO, The Health Trust (Moderator)

Shireen McSpadden, Executive Director, San Francisco Department of Disability and Aging Services

Sharon Rapport, Director, California State Policy, Corporation for Supportive Housing

Sarah Steenhausen, Senior Policy Advisor, The SCAN Foundation

Monica Tong, Santa Clara County Office of the Census

Sharon Rapport moderated the senior affordable housing breakout sessions. She mentioned that they discussed ensuring the preservation of existing affordable housing and rental vouchers. In housing, there are so many silos in funding, which make it extremely difficult to get more affordable housing, especially for our seniors. The panel discussed looking into next year and looking at different and innovative models for services that could be a partner with housing services. One key take away that Sharon mentioned that there needs to be more people raising their voices for housing at the state level, not just local level.

Shireen McSpadden moderated the Age-Friendly breakout sessions. The panel had local leaders from Santa Clara County, San Francisco County, and from the City of Oakland. She mentioned that while Santa Clara and San Francisco Counties are well into their Age-Friendly plans, Oakland is rather new to the game and they made sure that they pulled from the right partners to get the movement going. One thing that stuck out to her during the panel discussion came from Diana Miller, from the County of Santa Clara, she said, “Seek out the red carpet as opposed to red tape, seeking out common goals will help create political will.” One key take away was to be inclusive and include all domains for age-friendly, and to focus on how you/we can ensure that California is an age friendly and disability friendly state.

Sarah Steenhausen moderated the policy breakout sessions. Sarah discussed the approach for building partnerships and coalitions, and how there is great change at the state level under the new very strong leadership. The panel mentioned that the opportunity for the Master Plan for Aging is a plan for all of us and the intention is for it to be an inclusive process. It is important for us all to hold each other accountable to remain as engaged as possible in local and state politics. The panel emphasized working together as a priority, and to work on balancing the needs for older seniors and younger seniors. The biggest take away was to reach out to local organizations and build relationships; then work together to identify issues that you can tackle together, locally and in the state.

Monica Tong moderated the Census 2020 breakout sessions. Presenters from the U.S. Bureau and State Census Bureau presented on how this is something that happens every 10 years. One big change is that the State of California previously only budgeted \$3M for census efforts in 2010, and they’ve budgeted \$180M for the 2020 census. Program managers from local counties are hard at work to get everyone counted, especially the hard to count population. One thing to keep in mind about the census is that 1 in 4 individuals fall into a category of someone who is “hard to count.” Each county presented on their plans to reach out to their populations to make sure they feel comfortable with filling out the census by creating a network of trusted helpers. Monica mentioned that for every 1 person we don’t count, we miss out on \$1,000.00 each year (for the next 10 years) and that California can lose 1-2 congressional seats if we don’t count accurately. The biggest take away is to start talking about the census with everyone, normalize the census, and let people know how important it is.