

Master Plan for Aging/Local Community Based Aging Services: \$250,000 (One-time) and \$2,000,000 (On-going)

An Executive Order issued by Governor Gavin Newsom in June 2019 set in motion an unprecedented undertaking that elevates the health and promotes equitable aging for all Californians. The Master Plan for Aging (MPA) is a 10-year blueprint to prepare for the rapidly graying California and to continue the state's leadership in aging, disability, and equity through five bold goals around housing, health, caregiving, affordable aging, and equity and inclusion. On June 24, 2021, more than 150 stakeholders representing public, private, nonprofit, elected office, and communities in Contra Costa participated in a forum that identified 15 local MPA priorities. We are requesting funding totaling \$2.25 million to:

1. Support a one-year planning process to set the groundwork for the local implementation of the MPA (cost \$250,000 one-time).
2. Provide direct support to community-based organizations to engage in capacity building work and implement priority initiatives to position Contra Costa to have a viable and sustainable path forward for its aging and differently abled residents (cost \$2 million on-going).

Contra Costa Master Plan for Aging Local Playbook Development and Infrastructure Projects

Contra Costa needs to develop a plan to implement the MPA locally. With Measure X funding support, Contra Costa can develop an MPA Local Playbook that identifies short and long-range strategies, priorities, tactics, action steps, and metrics to implement the critical areas of need identified locally. The organizing principle of the Local Playbook centers on equity, inclusion, and intersectionality. Funding in the amount of \$250,000 will be used to develop the Local Playbook and implement projects to reinforce the building blocks to achieve the long-term goals of the MPA. This project will be coordinated and implemented by the Employment & Human Service Department's (EHSD) Area Agency on Aging (AAA) division.

- Retain a consultant to facilitate stakeholder discussions and develop the Local Playbook, which includes having a web presence in the EHSD AAA website with a data dashboard and information clearinghouse to communicate progress towards the local MPA goals.
- Raise awareness about anti-ageism, anti-ableism, and caregiving by launching awareness campaigns and produce collateral materials.
- Coordinate community engagement events, in person or virtual, targeting local service providers, community members, and policymakers to identify, vet, prioritize, and fund projects and initiatives that can deliver clear and impactful results.
- Engage and encourage cities and communities to attain the World Health Organization Age-Friendly designation by providing technical support in establishing a process to create a livable community for all ages and stages.

Provide Capacity Building Support to Community Based Organizations

Building the capacity of Contra Costa's service provider network is critical to meeting the challenges of a rapidly aging and increasingly diversifying older adult and differently abled populations. Opportunities also exist for social services programs to take part in the re-imagining of health care envisioned in the MPA, as the value of the supports they provide are now recognized as instrumental in lowering medical costs, promoting person-centered approaches, and improving outcomes. An investment of \$2 million that will go directly to community-based organizations to support the following strategies:

- Providing organizational development trainings and technical assistance to aging and disability service providers to build their business acumen, develop innovative solutions, and learn strategies to become more data driven, evidence informed, person-centered, and equity focused organizations.
- Creating new lines of services or modernizing current offerings to deliver programs with the highest chance of success in addressing issues of accessibility, affordability, and efficacy.
- Funding direct services identified as fundamental in advancing organizational capacity building efforts. Support may be provided for the following service areas:
 - Accessible and affordable transportation
 - Community-based senior care management, systems navigation, and outreach
 - Family caregiver supports
 - Home delivered meals and other home/community delivered support services
 - Home modification and adaptive devices
 - Legal support for low-income seniors both in community and congregate living settings
 - Workforce development

Recommendation:

The County Administrator's recommendation is to fund the first-year planning at \$250,000, a first-year allocation of \$1,000,000 beginning April 1, 2022, and reserve \$2,000,000 for annual on-going funding beginning July 1, 2023.