

HOW TO MAKE THE 2024-25 PRIORITIES OF COA WORK:

At the August 13, 2024 retreat, the Commissioners voted for two priorities to focus on this year: to co-sponsor and collaborate with Vivalon on a **Resource Guide for Older Adults** and to see how we could learn more about, advocate and educate ourselves and our community on how to alleviate **Financial Insecurity** in Marin for all levels of society.

Both priorities encourage us to partner with Community based and County affiliated organizations and develop community engagement strategies with them and members of the public through listening sessions and other ongoing communications. We need to learn what is needed to improve both the Resource Guide and the situations in which the financially insecure find themselves.

Resource Guide: Each Committee can explore what resource information is already out in the community pertaining to their area. What kind of housing info? Nutrition? Are the guides reaching communities of all abilities? How can we improve not only the content of the Resource Guide, but the distribution?

Who is impacted by **Financial Insecurity**? How does it happen? What can we learn from listening sessions with people who are facing financial insecurity? How many existing programs already address this priority and are they effective? Is there overlap? Who can we partner with to help older adults become more financially secure?

All of the priorities we discussed included potential benefits for not only the low-income members of our community but also those known as the “missing middle” who fall in the services gap: they make too much money to receive some services but too little for any security regarding housing, transportation, medical treatment, utilities, insurance, and even food. They’re often stuck making the difficult choice of one or the other because they can’t afford them all. Those with more financial security may also face financial insecurity if someone in their household faces a serious illness or death, fraud or other emergency.

Older adults in Marin need more information about how to deal with financial insecurity and improve it. They should be able to easily any information they need to do so (i.e. the Resource Guide.) We are here to advocate for them.

Each Committee doesn’t have to change its 2024-25 goals and objectives much to accomplish these priorities. By looking at credible processes, community partners and resources, we could offer the Board of Supervisors recommendations on such things as policy and funding. This would mean at the end of June 2025, we can tell our appointing bodies what we’ve learned from our work on the above priorities.

Here are some examples of how the Committees can work on the priorities and achieve their goals they determined earlier this year.

Health and Nutrition Objectives 2024-25

1. Will partner with community organizations to address and advocate for issues pertaining to food insecurity and nutrition among Marin's older adults, particularly people of color and other marginalized individuals.

(Still pertinent after retreat. Explore how financial insecurity impacts food insecurity, nutrition and social isolation. Will be good topic for listening sessions and/or presentation. Could also reach those "in the gap." Will provide good info for Resource Guide.)

2. Will ensure that each commissioner attends at least one congregate meal and encourage County supervisors, town councils, and their staff to also participate.

(Still pertinent after retreat. Something everyone should do.)

3. Will work to educate the community on the issue of social isolation and its impact on health, as well as presenting opportunities for social connection.

(Still pertinent after retreat. How does financial insecurity affect social isolation? Great way to involve community partners and learn more from listening session. Perhaps a topic for a presentation.)

4. Will present information about fall prevention in the community to increase attention to safety and reduce the risk of falls.

(May need to postpone this one to another time.)

5. Will work with the Legislative Committee and/or the County Ombudsman to support and advocate for legislation that supports the health and wellbeing of older adults in skilled nursing facilities and residential care facilities for the elderly

(May need to adjust and target this goal more to financial insecurity.)

Another Example: Work with West Marin Collaborative or West Marin Senior Services. (Could be Presentation or Community Gathering?) See what food services and meal delivery programs they have. Are they working? Who are they serving? Are their grants having an impact?

Housing and Transportation Committee

The Housing and Transportation committee objectives were developed using the 2024-2028 Area Plan for Aging Goals as guidance and aim to promote the dignity, independence, and quality of life of Marin County older adults.

1. By June 30, 2025, the committee shall arrange two separate presentations at MCCOA General Meetings. One presentation shall be housing related and the other shall be transportation related. Both presentations shall focus on issues that affect Marin older adults' livelihood and wellbeing as identified in the Marin County Needs Assessment Study to increase awareness, visibility and access to services and resources for older adults and their caregivers.

(Still pertinent after retreat, especially if the presentations are targeted to and are for those facing financial insecurity.)

2. By June 30, 2025, the committee shall have arranged an ADU tour, whether in-person or virtual, a specific ADU unit or an ADU manufacturing facility for the committee, commissioners, and community members. Well thought-out and developed ADUs help increase awareness, visibility, and access to services and resources, aid in financial security, and increase social engagement for older adults and caregivers as stated in goals 2 through 4 of the 2024 – 2028 Area Plan for Aging.

(This goal could still work if the tours show ways those that are financial insecure or “house rich and cash poor” might benefit. For instance, adapting a home for home sharing could benefit the homeowner financially as well alleviate some isolation. The person sharing the home would be able to have an affordable place to live.

ADUs that are specifically targeted toward affordable housing would be beneficial, too, especially if the ADU or JADU is targeted toward affordable housing and not just to improve property value, have an office or other personal space. Any information the H&T Committee finds could also be included in the Resource Guide.

An example of home sharing, ADUs and JADUs can be seen in this short film:

<https://stayormove.org/shared-housing/>

(Full disclosure: KDC made it on virtually no budget.)

3. By June 30, 2025, the committee shall have worked with the Legislative Committee to review, give input and advocate as needed on State/Federal legislation and County Supervisors Policies that addresses housing and/or

transportation issues for older adults as identified in the 2023 Marin County Needs Assessment Study at the local, state, and federal levels.

(This goal remains the same if targeted for older adults facing financial insecurity.)

4. By June 30, 2025, the committee shall have actively worked with service and/or program providers to ensure broader reach to increase awareness, visibility, and access to services and resources to our underserved populations related to their housing and transportation needs.

(This goal remains the same when keeping the Resource Guide and Financial Insecurity as the focus.)

5. By June 30, 2025, the committee shall have worked with Aging Action Initiative and organizations that serve older adults to provide support related to the four goals in the 2024-2028 Area Plan for Aging as needed and/or appropriate. 2024 - 2028 Area Plan for Aging Goal

(If targeted to our two priorities of the Resource Guide and Financial Insecurity, this goal remains the same.)

Legislative Advocacy Committee

(With a sharp focus on our two priorities of the Resource Guide (vet and provide potential content) and Financial Insecurity (particularly legislation targeted to improving and/or preventing financial insecurity, these goals remain the same.)

1. By September 30, 2024, the LAC will work with the County Executive's Office to review, provide feedback, and advocate for provisions related to older adults in the 2025 – 2026 County of Marin Federal and State and Local Legislative Platform.
2. By October 31, 2024, the LAC will create a one -year strategic plan related to policy and legislation designed to optimize our reach, effectiveness and the results we achieve on behalf of older adults during the 2025 - 2026 legislative year.
3. By May 2025, the LAC will sponsor at least one Commission on Aging presentation with a local, state, or federal elected official and will hold regular discussions with the local, state, and federal legislators who represent Marin County.

4. By June 30, 2025, the LAC will further develop and expand our coalition of community members and partners and propose and promote policies, legislation and funding related to the needs of older adults.
5. By June 30, 2025, the LAC will actively support any commission wide initiative(s) that result from feedback received at the May 2024 Annual Health Forum.

Planning and Communications Committee:

1. Working with each of the Commission's Committee chairs:
 - Review the outcome of the 2023-24 objectives and present this information to the full Commission at the July 2024 Commission meeting. **(Done.)**
 - Review and approve the Commission's Committee objectives for fiscal year 2025-26 by no later than June 30, 2025.

(This goal remains the same.)

2. By March 2025, working with the AAA staff, participate in the development of the Year 1 2025-26 AAA Area Plan Update; plan and provide a program at the April 2025 Commission meeting on the outcome of Year 1 Area Plan (2024-25) aiming for attendance of 15 community members and a minimum of one press representative.

(This goal remains the same.)

3. By August 2024, actively support, mentor and document Commissioners quarterly report to their appointed bodies (City/Town Councils and BOS). Encourage them to do so as an agenda item (first choice) or speak during public comment. Encourage them to also present to other community organizations in their communities. Develop a quarterly template and slide deck as appropriate, of talking points to guide commissions on quarterly presentations. Templates completed by September 1, 2024, December 1, 2024, March 1, 2025, June 1, 2025.

(The Committee can encourage Commissioners to discuss the two Priorities purpose and progress. Commissioners can also engage their communities in listening sessions to learn what the communities need and make sure those needs are addressed in the Resource Guide and the exploration of Financial Insecurity in Marin.)

4. By August 1, 2024, develop the first of 4 quarterly short essays or letters and submit to the appropriate media/newsletters on relevant topics such as ageism, financial security, food insecurity and housing among other issues impacting Marin's Older Adults. These pieces will be written in consultation with other Commissioners and Commission Committees and will be approved by the Executive Committee before submission. (October 1, 2024, January 1, 2025, March 1, 2025, June 1, 2025 are the due dates for the other quarterly media pieces.)

(Still pertinent after retreat with focus on the two priorities.)

5. By December 1, 2024, update the current HHS website on the MCCOA and explore and develop a unique MCCOA website and a website manager to keep it current. Develop one that is simple to use and contains relevant and updated information about the Commission and its activities as well as current issues about aging and resources that may be relevant to the population of Marin.

(Still pertinent. Goes hand in hand with the Resource Guide priority.)

Equity & Inclusion Committee

1. By June 30, 2025, the committee will have gone to each standing committee of the MCCOA to ensure that they are focusing on racial equity through their own activities and presentations. They should be just as aware of racism and ageism in their committee meetings as our Equity committee.
2. By June 30, 2025, when the committee has an important and informative presentation on racism and ageism, the committee will reach out to the older adult population and invite them to attend our meeting.
3. We will encourage the community to give us input on what we can do as a committee and also as a full Commission to further the needs and cause of the older adult population.

(These goals remain the same with emphasis on listening sessions and presentations about the focuses of the two priorities.)

The E&I committee might also want to work on the Grand Jury recommendation that the BOS:

- 1) **Create and issue a mandate for aging equity similar to the vitally important mandate for racial equity.**

The Grand Jury report goes on to state something that falls directly into our goal about financial insecurity:

“Equity gives those who are underprivileged the chance to thrive. “Equity offers support differentially to individuals in order to achieve fairness in outcomes between individuals. It takes into account unique needs and circumstances, such as cultural, social, economic and historical disadvantage.”

Marin’s growing and increasingly vulnerable older adults are deserving of the opportunities and resources needed to grow and age with dignity and safety.”