
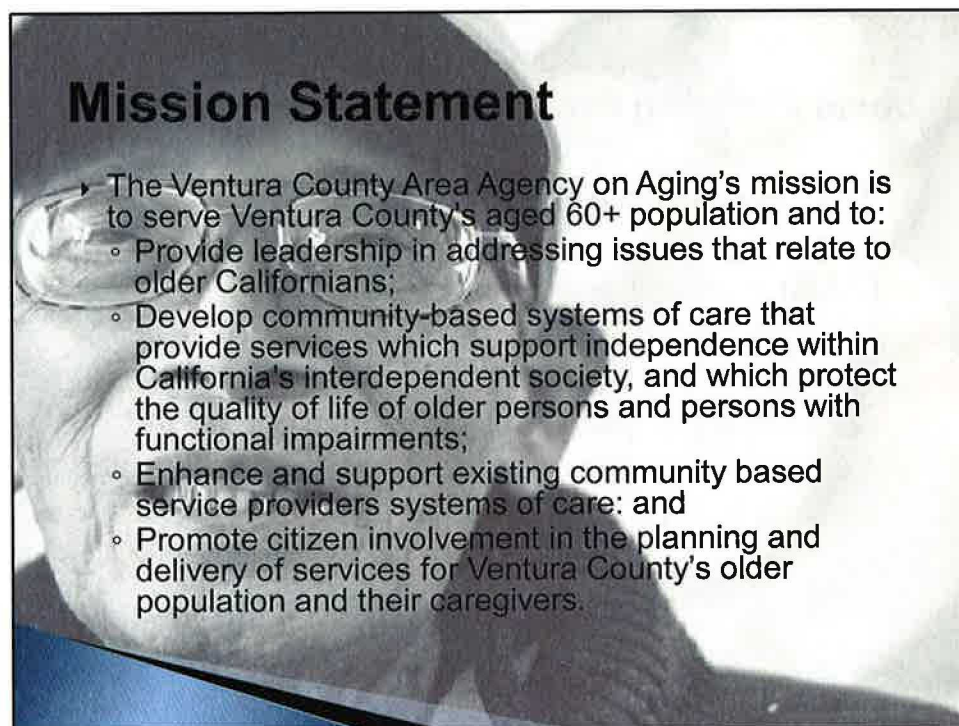


Ventura County Area Agency on Aging

Presentation to the Ventura County Board of Supervisors



April 24, 2012



Mission Statement

- ▶ The Ventura County Area Agency on Aging's mission is to serve Ventura County's aged 60+ population and to:
 - Provide leadership in addressing issues that relate to older Californians;
 - Develop community-based systems of care that provide services which support independence within California's interdependent society, and which protect the quality of life of older persons and persons with functional impairments;
 - Enhance and support existing community based service providers systems of care; and
 - Promote citizen involvement in the planning and delivery of services for Ventura County's older population and their caregivers.

Vision Statement

VCAAA is the focal point of promoting successful aging as a lifelong process, providing leadership that is identifiable to seniors and caregivers and that is innovative and responsive to the changing and varied needs of older adults and their caregivers.

Local Planning Process for Strategic Plan

The OAA and the California Code of Regulations require each Area Agency on Aging (AAA) to develop and submit a Master Area/Strategic Plan for its planning and service area (PSA) every four years. Plans must be updated each year. CDA provides guidance to AAAs on the development of Area Plans based on both federal and State requirements.

Four themes form the foundation of the VCAAA Strategic Plan:

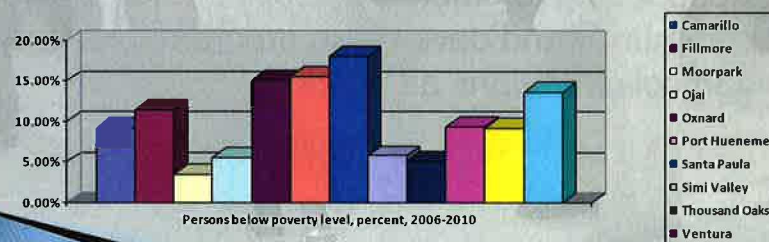
- ▶ Providing cost effective services for seniors.
- ▶ Providing cost effective services for caregivers.
- ▶ Being a leader in the aging community and advocating for those 60 years of age and older.
- ▶ Responding to emerging needs in the community and developing programs, services and collaborations as needed.

Population Characteristics

Geography	Persons Age 55+	Persons Age 60+	Persons Age 65+
Ventura County	189,785	138,621	96,309
Bell Canyon CDP	653	418	250
Camarillo city	19,191	14,931	11,202
Casa Conejo CDP	702	523	374
Channel Islands Beach CDP	981	672	439
El Rio CDP	1,249	904	662
Fillmore city	2,906	2,157	1,551
Lake Sherwood CDP	572	394	246
Meiners Oaks CDP	939	669	459
Mira Monte CDP	2,562	1,955	1,449
Moorpark city	6,408	4,073	2,455
Oak Park CDP	3,098	1,919	1,173
Oak View CDP	1,034	670	416
Ojai city	2,678	2,006	1,433
Oxnard city	33,338	23,882	16,418
Piru CDP	349	244	155
Port Hueneme city	4,428	3,337	2,386
Ventura city	27,351	20,161	14,163
Santa Paula city	5,835	4,357	3,099
Santa Rosa Valley CDP	1,177	813	498
Santa Susana CDP	271	162	94
Saticoy CDP	166	124	91
Simi Valley city	27,690	19,608	13,177
Thousand Oaks city	34,994	26,443	18,564

Poverty Level

- ▶ In 2011 the poverty rate for the county (9.2%) was lower than the California Average (13.7%).
- ▶ The city with the highest poverty rate was Santa Paula at 18.1% and the city with the lowest poverty rate was Moorpark at 3.5%.



Elder Economic Security

- ▶ The California Elder Economic Security Standard Index is a tool that quantifies how much income is needed for a senior with a given living arrangement and geographic location to adequately meet his or her basic needs living in the community (housing, food, out-of pocket medical expenses, transportation, etc.)
- ▶ For an elderly renter living alone in Ventura County, the Elder Index is approx. 24,000/year

- ▶ Forty-seven percent of older adults (65+ years) in California are struggling to make ends meet.
- ▶ Official poverty measure identifies only 8% of these 1.76 million seniors in need.
- ▶ With fixed incomes and ever-increasing costs, the others often fall through the cracks of our public support systems, unable to qualify for many programs.

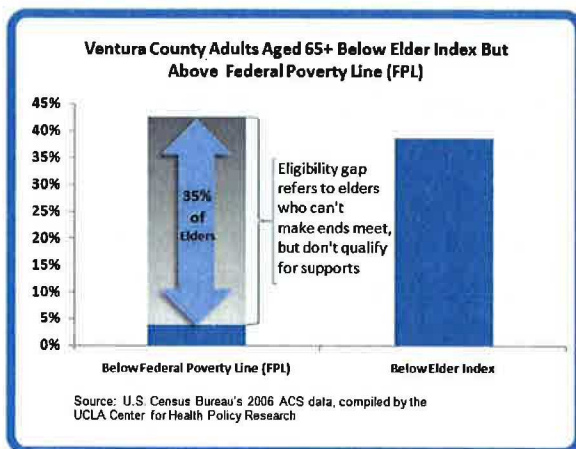
Elder Index vs Common Income Sources for Seniors: Where Income Falls Short

(Ventura County, 2009, One-Person Household)



Source: UCLA Center for Health Policy Research

It's not just "poor" elders who are struggling in Ventura County:



Over 28,000 seniors are struggling to make ends meet in Ventura County.

In contrast, according to the Federal Poverty Line (FPL), only 4% (3,000) of Ventura County elders are considered "poor," with annual individual incomes below \$10,210.

Challenges

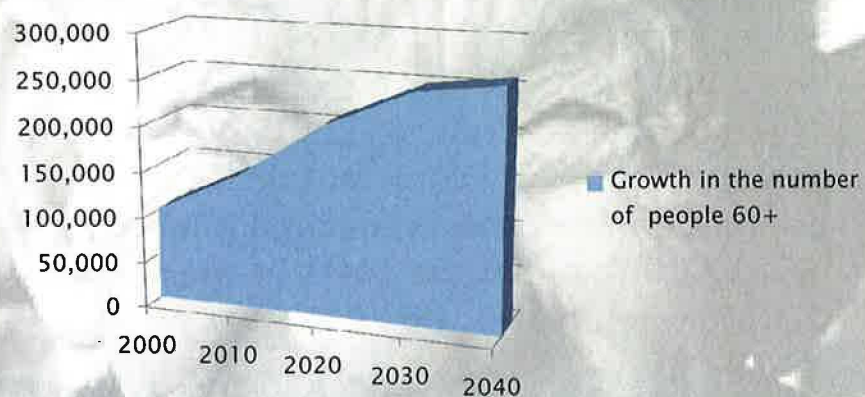
- ▶ **28,000 or 35% of seniors fall into the "eligibility gap,"** with incomes above the FPL but below the Elder Index.
- ▶ **1 out of every 2 elder women** living alone in Ventura County are struggling to make ends meet.
- ▶ **Nearly 8 out of 10 Latino elders** in Ventura County have incomes below the Elder Index.
- ▶ **Over 6 out of 10 elder renters** living alone in Ventura County are trying to survive on incomes below the Elder Index.
- ▶ More seniors have to work longer. Senior Citizen Work Force Expected to Grow by **74% from 2004 to 2014**

Expected Population Growth

July 1, 2010			July 1, 2020			July 1, 2030		
Age	Total	% of Total Pop.	Age	Total	% of Total Pop.	Age	Total	% of Total Pop.
All	855,876	100%	All	956,392	100%	All	1,049,758	100%
60-64	47,192	6%	60-64	59,684	6%	60-64	50,853	5%
65-69	33,566	4%	65-69	49,986	5%	65-69	54,030	5%
70-74	23,510	3%	70-74	40,484	4%	70-74	51,104	5%
75-79	17,254	2%	75-79	26,315	3%	75-79	39,816	4%
80-84	12,618	1%	80-84	15,982	2%	80-84	28,539	3%
85+	12,996	2%	85+	15,894	2%	85+	24,741	2%
Total			Total			Total		
60+	147,136	17%	60+	208,345	22%	60+	249,083	24%

July 1, 2040			July 1, 2050		
Age	Total	% of Total Pop.	Age	Total	% of Total Pop.
All	1,135,684	100%	All	1,229,737	100%
60-64	48,551	4%	60-64	64,843	5%
65-69	43,778	4%	65-69	56,148	5%
70-74	43,953	4%	70-74	42,516	3%
75-79	44,031	4%	75-79	36,584	3%
80-84	37,603	3%	80-84	33,778	3%
85+	43,825	4%	85+	61,928	5%
Total 60+	261,741	23%	Total 60+	295,797	24%

Growth in the Senior Population



VCAAA - Funding



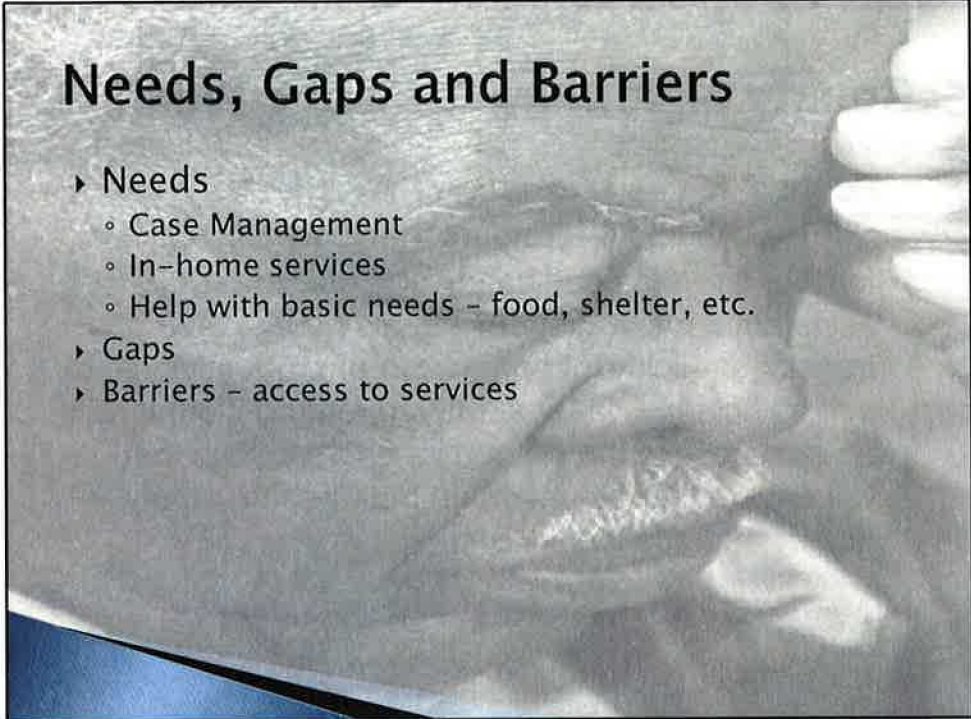
VCAAA - Funding

- ▶ Budget for FY 2011-12 from all sources – State, Federal and County: \$4,138,579
- ▶ In FY 2010-2011 VCAAA Grantees leveraged an additional \$2,383,000 in cash match and in-kind contributions.
- ▶ Seniors donate on average an additional \$327,000 to offset the costs of the services.
- ▶ Net County Cost for FY 2011-2012 – \$310,000.



Funding and Planning for FY 2012-2016

- ▶ VCAAA has not received planning (funding) estimates for FY 2012-2016.
- ▶ The impact of future state budget cuts (May revise) and federal reductions will be addressed when known.
- ▶ Impact of state legislation (ADHC, IHSS, MSSP).
- ▶ Impact of reauthorization of the Older Americans Act
- ▶ State requirement is that the plan be submitted by May 1, 2012.



Needs, Gaps and Barriers

- ▶ Needs
 - Case Management
 - In-home services
 - Help with basic needs – food, shelter, etc.
- ▶ Gaps
- ▶ Barriers – access to services

A black and white photograph of three elderly women smiling and looking towards the camera. They are wearing floral headbands. The photo is part of a presentation slide with a blue diagonal graphic at the bottom left.

Planning for the Future

- ▶ The VCAAA FY 2012-2016 Strategic Plan is the blueprint for the VCAAA for the next four years as the agency deals with a growing aging population and stagnant funding and fewer community resources.
- ▶ In alignment with the County of Ventura Strategic Plan for FY 2011-2016.

A large, faint watermark of the County of Ventura Seal is visible in the background of the slide. The seal features a central shield with various symbols, surrounded by the words 'COUNTY OF VENTURA' and '1896'. The slide has a blue diagonal graphic at the bottom left.

County of Ventura Strategic Plan

- ▶ **FOCUS AREA #4 - COMMUNITY WELL BEING**
Strategic Goal #4 – Ensure that individuals and families are provided timely and efficient assistance to meet/sustain basic needs, and transition quickly into pathways of productivity and self-sufficiency. Older adults in Ventura County will have access to the resources and services that will enable them to maintain their health, safety, dignity and quality of life.

- ▶ Objective 2: Screen Senior Nutrition Home delivered meal applications and process MSSP within the mandated time frames. (AAA)

Objective 3: Provide support services that maximize seniors' ability to live independently in their own homes for as long as it is safe to do so. (APS, IHSS, Public Health, Behavioral Health, HCA, AAA)

- ▶ Objective 6: Increase access to information, resources and services, including home meals, health services, senior transportation options, and in-home care consistent with the growing senior population. (AAA)

VCAAA Strategic Plan Goals

Goal #1

Older adults in Ventura County will have access to the resources and services that will enable them to maintain their health, safety, dignity and quality of life.

This will be accomplished by providing cost effective programs and resources that promote health, shelter and mobility, and by connecting seniors to a community based network of care.



Goal #2

Eligible family caregivers will have access to resources and services to ease the emotional and physical strain of caregiving and support them in their efforts to care for their loved ones.

This will be accomplished by providing cost effective programs and resources that support family caregivers by providing them with a variety of options ranging from in-home respite to case management.



Goal #3

VCAAA will be an identifiable leader and advocate for older adults, caregivers and service providers.

This will be accomplished by providing cost effective means of bringing awareness to the services that VCAAA directly provides and funds as well as advocating for the needs of Ventura County seniors at the city, county and state level.

Goal #4

VCAAA will identify and address the emerging and changing needs of the 60+ population as well as baby boomers (born 1946-1964).

This will be accomplished by the VCAAA identifying the needs of special populations as well as the changing and emerging needs of seniors, and will develop and expand programs to help meet their needs.

Successes

- Addressing the growing food insecurity issue – Garden, talks in the community and nutrition counseling, food drive, pet food drive, holiday meal deliveries
- Disaster Kit Project (personalized response plan and registration for voluntary disaster database)
- Creating and expanding transportation program in response to community need.
- ElderHelp Program creation
- Project with the Courts

