

CALIFORNIA DEPARTMENT OF AGING

IMPLEMENTING THE MASTER PLAN FOR AGING IN CALIFORNIA TOGETHER (IMPACT) COMMITTEE

MEETING TRANSCRIPT

APRIL 19, 2022

14:01:53 >> YEP. RIGHT THERE. SYDNEY. HERE'S YOUR CO-HOST PERMISSION SO YOU CAN SPOTLIGHT YOURSELF WHEN YOU'RE READY. AND I THINK KIM IS GOING TO START US OFF.

14:01:56 >> RECORDING IN PROGRESS.

14:02:08 >> WE'RE GOING TO GO AHEAD AND START THE WEBINAR.

14:02:25 >> GOOD AFTERNOON, EVERYBODY. THANK YOU SO MUCH FOR JOINING THE IMPACT STAKEHOLDER COMMITTEE MEETING. WE'RE GOING TO GIVE FOLKS JUST A COUPLE OF SECONDS TO LOG INTO ZOOM. I CAN CAN SEE THE ATTENDEE NUMBERS CONTINUING TO CLIMB.

14:02:44 THANK YOU, NANCY. A COUPLE OF QUICK REMINDERS ABOUT MEETING LOGISTICS. WE ARE CONTINUING TO MEET VIA WEBINAR, ZOOM PLATFORM. IT IS AVAILABLE BY TELEPHONE AND ON YOUR SMARTPHONE, TABLET OR COMPUTER. AMERICAN SIGN LANGUAGE INTERPRETING AND CLOSED-CAPTIONING IS AVAILABLE.

14:02:59 TO ENABLE CLOSED CAPTIONS PLEASE SELECT THE LIVE TRANSCRIPT ICON ON YOUR ZOOM TOOLBAR. AND MEETING SLIDES, VIDEO RECORDINGS AND TRANSCRIPTS ARE ALL POSTED TO THE CALIFORNIA HEALTH AND HUMAN SERVICES MASTER PLAN FOR AGING WEB PAGE.

14:03:23 WE ARE SAVING TIME FOR PUBLIC COMMENT SO THOSE WHO ARE JOINING US ARE WELCOME TO EITHER RAISE OUR HAND TO JOIN THE QUEUE OR IF YOU ARE JOINING BY PHONE, THE KEY IS STAR 9 AND THAT WILL ADD YOU TO THE QUEUE. FOR ADDITIONAL PUBLIC COMMENTS OR FOR MEETING FEEDBACK, YOU CAN ALWAYS E-MAIL [ENGAGE@AGING.CA.GOV](mailto:ENGAGE@AGING.CA.GOV).

14:03:28 AND WITH THAT, I WILL PASS IT OVER TO DIRECTOR SUSAN DEMAROIS.

14:03:49 >> THANK YOU, MARIYA. GOOD AFTERNOON. AND WELCOME BACK TO ALL OF OUR IMPACT COMMITTEE MEMBERS AND TO ANYONE JOINING US BY ZOOM OR PHONE TODAY. THANK YOU FOR BEING HERE WITH US. I WANTED TO START JUST BRIEFLY BY SHARING, AND I THINK WE'RE GOING TO SHARE THE AGENDA NEXT. YEP. THERE WE GO.

14:04:16 SO HERE'S HOW WE'RE GOING TO SPEND OUR NEXT TWO-HOURS TOGETHER. IN TERMS OF THE AGENDA, WE ARE SO EXCITED THAT WE TOOK RECEIPT OF THE COMMITTEE'S REPORT, ONE-YEAR REPORT ON THE MASTER PLAN FOR AGING. AND THIS REPRESENTS A HUGE MILESTONE FOR ALL OF US, BECAUSE IT'S THE FIRST FULL FEEDBACK LOOP THAT WE HAVE WITH THE MASTER PLAN FOR AGING.

14:04:31 AND WE'RE VERY EXCITED THAT THIS LOOP WILL CONTINUE FOR YEARS TO COME. SO THANK YOU FOR YOUR TREMENDOUS WORK ON THAT. WE'RE REALLY LOOKING FORWARD TO HEARING YOU BREAK IT DOWN FOR EVERYONE WHO'S JOINING TODAY.

14:04:43 AND I ALSO WANTED TO THANK THE IMPACT COMMITTEE MEMBERS FOR THEIR PART IN SHAPING TODAY'S AGENDA. WE COCREATED THIS, AND WE SEE REFLECTED ON OUR AGENDA SOME OF THE ITEMS THAT WERE REFLECTED IN THE COMMITTEE REPORT.

14:04:56 SO WE WILL BE HEARING FROM JILLIAN RICE WITH RSE, SO THAT WILL TOUCH A LITTLE BIT ON THE NEED FOR MORE ATTENTION AND AWARENESS ON THE ISSUES OF THE MASTER PLAN IN OUR AGING POPULATION.

14:05:33 AND WE ALSO WILL BE AS NOTED IN THE COMMITTEE REPORT, WE'RE ENTERING -- WE'RE NOW IN THE THIRD YEAR OF OUR PANDEMIC. AND TODAY WE WANTED TO REMIND EVERYONE WHO IS PART OF THIS COMMITTEE AND LISTENING IN TO CONTINUE TO USE THEIR NETWORKS. WE NEED TO ENLIST YOUR SUPPORT TO HELP MAGNIFY THE CONTINUING MESSAGES ABOUT VACCINES, BOOSTERS, TESTING AND TREATMENT FOR THE 50 PLUS POPULATION AND ANYONE WHO'S IMMUNE COMPROMISED OR HIGHER RISK OF COVID.

14:05:54 THAT WE STILL HAVE CONTINUED CONCERNS. AND YOU'RE KEY IN COMMUNICATING THOSE MESSAGES FOR US. THE REPORT ALSO TOUCHED ON TWO BIG ISSUES THAT YOU'D LIKE TO SEE US FOCUS ON IN COMING YEARS. SO WE'LL BE HEARING FROM DR. SARITA MOHANTY AND I WILL TALK A LITTLE BIT ABOUT A SEPTEMBER 20 CONVENING.

14:06:17 AND THEN THIS GROUP WAS ORIGINALLY CHARGED WITH A KEY ROLE IN OVERSIGHT, ACCOUNTABILITY, TRANSPARENCY AND EQUITY FOR THE MASTER PLAN. SO WE'LL HEAR FROM SARAH STEENHAUSEN ON A FEW DATA AND RESEARCH UPDATES THAT REINFORCE YOUR ROLE IN SO FAR AS OVERSIGHT, ACCOUNTABILITY AND TRANSPARENCY.

14:06:35 SO THAT'S IT FOR OUR AGENDA TODAY. WE'LL GO AHEAD AND MOVE TO THE MEMBERS OF THIS COMMITTEE. WE DON'T TAKE AN OFFICIAL ROLL CALL, BUT I WANT TO THANK EVERYONE ONE OF YOU WHO'S JOINING US TODAY AND TO LET YOU KNOW THAT A COUPLE OF OUR MEMBERS DID HAVE GREAT EXCUSES FOR NOT BEING HERE TODAY.

14:06:56 IT IS SPRING BREAK FOR MANY PEOPLE AROUND THE STATE. SO WE UNDERSTAND KEVIN PRINDIVILLE IS NOT HERE. AND I DON'T YET SEE DOUG MOORE JOINING US BUT I HOPE THAT DOUG CAN JOIN US. AND I THINK SHARON NEVINS GET EXTRA CREDIT BECAUSE SHE IS ON VACATION AND IS JOINING US FROM HER VACATION. SHARON, WELCOME.

14:06:58 >> YES. HI.

14:07:20 >> HI, THERE. AND BEFORE WE GO TO THE PRESENTATION, WHICH WILL BE THE PRIMARY FOCUS OF OUR MEETING TODAY, WHERE WE'LL HEAR FROM STAKEHOLDER COMMITTEE MEMBERS, I WANTED TO WELCOME KIM MCCOY WADE, THE SENIOR ADVISOR TO GOVERNOR NEWSOM ON AGING, DISABILITY AND ALZHEIMER'S. KIM IS WITH US TODAY AND WANTED TO MAKE SOME OPENING REMARKS. WELCOME, KIM.

14:07:44 >> THANK YOU, SUSAN. THANK YOU, KIM. AND THANK YOU TO THE WHOLE GROUP. I'M SO PLEASED TO BE HERE AS YOU SAY, SUSAN, AS WE HIT AN IMPORTANT MILESTONE OF OUR FIRST -- WELL

MAYBE OUR SECOND FULL FEEDBACK LOOP. OUR FIRST ON THE PLAN DEVELOPMENT. BUT OUR FIRST ONE ON IMPLEMENTATION. BUT I WANTED TO SAY IT'S AN EXCITING TIME TO SEE SO MUCH WORK ROLLING OUT.

14:08:09 YES, CDA CONTINUES TO LEAD THE CHARGE WITH THE NETWORK ON GETTING THE WORD OUT ABOUT KEEPING CURRENT WITH YOUR VACCINATIONS. AND SO THANKS FOR THE GREAT EVENT WE HAD THIS WEEK. THIS MONTH RATHER. IN ADULT DAY HEALTH CENTER. WE'RE DUE TO VACCINATIONS NOT ONLY ARE PEOPLE STAYING HEALTHY AND SAFE BUT ARE ALSO RECONNECTING AT OUR ADULT DAY, ADULT DAY HEALTH, SENIOR CENTERS, ALL THE SPACES THAT ARE SO IMPORTANT TO COME TOGETHER.

14:08:34 BUT IT'S REALLY MUCH MORE THAN THAT. THIS IS TAX SEASON. SO WE'RE REMINDED ONCE AGAIN TO GET THE WORD OUT THAT CALIFORNIA IS THE ONLY PLACE WHERE OLDER ADULTS CAN CLAIM THE EARNED INCOME TAX CREDIT. AND EVEN THOUGH TAX DAY PASSED IT'S NEVER TOO LATE TO FILE WHEN YOU ARE OWED. SO WE OPEN YOU CONTINUE TO SPREAD THE WORD. AND WE CAN INCREASE THE THOUSANDS OF OLDER CALIFORNIANS WHO BENEFIT FROM THAT STATE TAX BENEFIT.

14:08:56 AND HISTORY WILL BE MADE ON MAY 1 WHEN CALIFORNIA OFFERS MEDI-CAL HEALTH INSURANCE TO OLDER ADULTS OVER 50 REGARDLESS OF IMMIGRATION STATUS. AND HOW IMPORTANT IS THAT, NOT ONLY FOR CLINICAL HEALTH BUT ALSO FOR ALL THESE IMPORTANT CONNECTIONS TO HOME CARE AND COMMUNITY CARE THAT WE KNOW IN THE AGING AND DISABILITY SPACE ARE THE KEY TO HEALTHY AND HAPPY AGING.

14:09:15 SO IT'S REALLY AN EXCITING TIME TO SEE THE MOMENTUM BUILD. AND REALLY I'LL JUST SHARE A MESSAGE THAT SUSAN AND I SHARED AT THE CABINETWORK GROUP THAT CONVENED THIS WEEK. IT'S BEEN A LONG WEEK. BUT WITHIN THE PAST FEW DAYS, TO TALK ABOUT ALL THE PROGRESS. AND WE REALLY HAD TWO MESSAGES.

14:09:36 ONE WAS I LIKENED THIS TO THE THIRD QUARTER OF A BASKETBALL GAME, IF YOU WILL. WE WERE COMING OFF MARCH MADNESS. AND THIS IS REALLY THE THIRD QUARTER OF OUR TWO-YEAR CYCLE TO IMPLEMENT THOSE INITIATIVES AND ASKED EVERYONE TO REALLY FOCUS ON FINISHING STRONG WITH THE 140 INITIATIVES THAT WE HAD LAID OUT. THERE'S STILL TIME.

14:09:56 THERE'S STILL TIME IN THIS YEAR'S BUDGET CYCLE. THERE'S STILL TIME WITH BILLING THAT ARE PENDING. THERE'S STILL TIME WITH ADMINISTRATIVE ACTIONS TO FINISH STRONG ON THAT AND RUN THROUGH THE TYPE IF I CAN MIX SPORTS METAPHORS. SORRY. THE OTHER IMPORTANT THING WE ARE DOING AND SUSAN IS LEADING US IN DOING IS LOOKING AHEAD.

14:10:21 HOW DO WE WANT TO ORGANIZE AND IMPLEMENT THE WORK FOR THE NEXT TWO TO FOUR YEARS TO BE DETERMINED. AND YOUR REPORT REALLY IS SO EXCITING TO SEE BOTH IN HOW IT LOOKS BACK AND LOOKS FORWARD AND SO I'M REALLY EXCITED TO BE HERE AND HEAR THE REPORT AND PART OF THAT DISCUSSION IS WE THINK TOGETHER AS WE CO-CREATE TOGETHER WHAT THE NEXT PHASE OF MASTER PLAN FOR AGING IN CALIFORNIA LEADERSHIP AND PARTNERSHIP LOOKS LIKE.

14:10:32 SO GREAT TO BE HERE AMID A LOT OF SPRING FLOWERS, A LOT OF HOPEFUL THINGS HAPPENING. AND LOOK FORWARD TO PLANTING EVEN MORE SEEDS WITH YOU ALL TODAY. THANKS.

14:10:52 >> THANK YOU SO MUCH, KIM. SO GLAD YOU CAN BE HERE. AND FOR THOSE WHO DON'T KNOW, DARRY DELGADO IS JOINING US FROM THE HEALTH AND HUMAN SERVICES AGENCY. WELCOME, DARCI. AND WITH THAT, WE WILL GO AHEAD AND TURN THE AGENDA OVER TO DR. FERNANDO TORRES-GIL.

14:11:13 >> THANK YOU, SUSAN. AND THANK YOU, KEVIN. I HOPE YOU CAN ALL HEAR ME WELL. AND THANK YOU TO EVERYONE IN STATE GOVERNMENT, CERTAINLY THE GOVERNOR'S OFFICE, THE CALIFORNIA DEPARTMENT ON AGING AND ALL THE MANY STATE AGENCIES AND COMMISSIONS AND BOARDS THAT ARE WORKING WITH US TO MOVE FORWARD WITH OUR MASTER PLANNING ON AGING.

14:11:45 AND THIS IS FOR US AN EXCITING TIME, A MILESTONE OF SORTS. IT'S REALLY I THINK OUR FULL FIRST REPORT FROM THE IMPACT COMMITTEE, WHICH HAS BEEN CHARGED WITH ENSURING THAT THERE'S MOMENTUM, THERE'S OVERSIGHT, THERE'S ACCOUNTABILITY. AND THAT THERE'S KIND OF AN INDEPENDENT VOICE THAT'S LOOKING AND OBSERVING AND WORKING WITH BUT ALSO PRODDING OUR GREAT STATE GOVERNMENT AS WE WORK TOWARDS IMPLEMENTING THE MANY RECOMMENDATIONS OF THE MASTER PLAN ON AGING.

14:11:55 THE REPORT WHICH WE HAVE SUBMITTED TO, I BELIEVE, THE STATE DEPARTMENT ON AGING AND YOU NOW HAVE ADVANCED LOOK IS DIVIDED INTO TWO SECTIONS.

14:12:23 THE FIRST, THE MANY ACCOMPLISHMENTS, THE THEMES, THE KEY ISSUES THAT COME OUT OF OUR FIRST WORK. AND THE SECOND PART, WHICH WE ALSO WANT TO SPEND TIME ON IS OUR VIEW TOWARDS WHAT WOULD BE THE CRITICAL KEY, HIGH-LEVEL RECOMMENDATIONS IF WE WANT TO REALLY MAKE AN IMPACT ON THE NEXT TWO YEARS FOR OLDER PERSONS, PERSONS WITH DISABILITY, ALL OF US THAT ARE AGING WITH THE DISABILITY.

14:12:40 SO WE TRY TO KEEP THIS REPORT BOTH COHERENT, BRIEF, BUT TO THE POINT AND HOPEFULLY IT WILL SERVE AS A ROADMAP FOR HOW ALL OF US CAN WORK TOGETHER. THE IMPACT COMMITTEE, THOSE THAT ARE ON THE VARIOUS MASTER PLAN SUBCOMMITTEES AS WELL AS STATE GOVERNMENT.

14:13:06 AND THAT REGARD I'LL MODERATE OUR PORTION OF TODAY'S AGENDA. AND I'D LIKE TO FIRST CALL ON SARITA AND THEN FOLLOWED BY MICHAEL AND ELIZABETH, TO TALK ABOUT THAT FIRST SECTION OF OUR REPORT ADDRESSING ISSUES OF LEADERSHIP, INVESTMENT, THE ROLE OF THE LOCAL LEVEL, AS WELL AS THE ISSUES OF COORDINATING THE MANY THINGS THAT HAVE COME OUT OF THE MASTER PLAN.

14:13:10 SO I SEE SARITA. SO I'M GOING TO TURN IT OVER TO HER.

14:13:28 >> GREAT. THANK YOU SO MUCH, FERNANDO. AND THANK YOU, EVERYONE. I HOPE EVERYBODY IS HAVING A GREAT AFTERNOON. AND I GET THE OPPORTUNITY TO REALLY HIGHLIGHT SOME REALLY IMPORTANT WORK THAT HAS HAPPENED DURING THE YEAR ONE OF THE IMPLEMENTATION OF THE MASTER PLAN.

14:13:53 FIRST OF ALL, LIKE THE HIGHLIGHT SOME OF THE KEY LEADERSHIP AND STAKEHOLDER COMMITTEES THAT ARE IN PLACE. AND THE GOVERNOR AND HIS ADMINISTRATION REALLY FOLLOWED THROUGH ON SOME IMPORTANT COMMITMENTS I WOULD SAY TO REALLY IDENTIFY LEADERSHIP AND

BUILD THESE COMMITTEES TO ENSURE THAT WE DO HAVE AN IMPLEMENTATION THAT IS EFFECTIVE FOR THE MASTER PLAN FOR AGING.

14:14:11 SO SOME OF THE ACTIONS THAT I'LL DESCRIBE REALLY PROVE TO ALL OF US THE STATE'S COMMITMENT TO RESPONDING TO AGING, RESPONDING TO DISABILITY ISSUES, AND REALLY OFFERS THIS FOUNDATION AND STRUCTURE THAT WE REALLY HOPE TO SEE FOR EFFECTIVE IMPLEMENTATION OF THE PLAN.

14:14:37 SO ONE, AND YOU KNOW, WE HAVE HAD THE FORTUNATE OPPORTUNITY TO HEAR, TO SEE SOME OF THE LEADERSHIP IN ACTION IN OCTOBER OF 2021. WE SAW THE APPOINTMENT OF KIM MCCOY WADE AS SENIOR ADVISOR ON AGING, DISABILITY AND ALZHEIMER'S, AND OF COURSE SUSAN DEMAROIS AS A NOW NOT SO NEW, MAYBE DIRECTOR OF THE CALIFORNIA DEPARTMENT OF AGING WHO ARE INSPIRING AND HAVE DONE TREMENDOUS WORK.

14:14:54 AND WE HAVE SEEN REAL IMPORTANT HIRES IN THE CALIFORNIA HEALTH AND HUMAN SERVICES DEPARTMENT OF HEALTH CARE SERVICES, DEPARTMENT OF SOCIAL SERVICES. SO REALLY YOU SEE THIS BUILDUP OF EXPERTISE. REAL EXPERTISE IN AGING AND DISABILITY.

14:15:15 AND YOU'RE SEEING THEIR VOICES AND THEIR ACTIONS AS WE MOVE FORWARD. AND THE IMPACT COMMITTEE HAS ALSO BEEN VERY IMPRESSED BY THE STATE'S CREATION AND LAUNCH OF A NUMBER OF MPA OR MASTER PLAN FOR AGING COMMITTEES. WE SAW THE IMPLEMENTATION OF THIS COMMITTEE, WHICH WE REALLY APPRECIATE. AND I FEEL VERY HONORED TO BE ON THE IMPACT COMMITTEE.

14:15:30 THE DISABILITY AND AGING COMMUNITY LIVING ADVISORY OR DAACLAC, EQUITY IN AGING ADVISORY COMMITTEE AND THE CALIFORNIA ELDER & DISABILITY JUSTICE COORDINATING COUNCIL. SO AGAIN, A LOT OF WORK HAS BEEN BROUGHT FORTH IN THE MASTER PLAN.

14:15:47 I WOULD SAY SOME OF THE THINGS THAT WE'VE HIGHLIGHTED AS RECOMMENDATIONS MOVING FORWARD IS REALLY IMPROVED COORDINATION, KIND OF AMONG AND ACROSS THE VARIOUS NEW COMMITTEES, THE ONES THAT I OUTLINED AND THAT ARE ALSO NOTED IN THE REPORT.

14:16:19 AND ALSO WE'D LIKE TO SEE, AND I THINK JUST MAYBE SOME CLARIFICATION ON WHAT ARE THE GOALS, OBJECTIVES, PURPOSE OF COMMITTEES, AND I THINK THAT WOULD JUST STRENGTHEN THE EFFECTIVENESS OF HOW WE REALLY BUILD STAKEHOLDER ENGAGEMENT. AND ALSO IN THE COMING YEARS, WE SHOULD -- WE REALLY FEEL WE SHOULD BE PROVIDED MAYBE AGAIN ABOUT FEEDBACK LOOPS AND WHAT ACROSS THESE DIFFERENT COMMITTEES, WHAT ARE THE COMMENT ACCOMPLISHMENTRY ACTIONS AND RESPONSES.

14:16:29 AND THERE MIGHT ACTUALLY ALSO BE I THINK FOR US SOME RECOMMENDATIONS ABOUT ADDITIONAL COMMITTEES FOR CONSIDERATION FOCUSED ON HOUSING AND TRANSPORTATION.

14:16:36 AND BECAUSE THESE AREAS ARE RISING TO THE TOP AND ARE CRITICAL AREAS ON THE MASTER PLAN.

14:16:46 SO THAT'S THE FIRST PIECE THAT I THOUGHT ON BEHALF OF THE IMPACT COMMITTEE I WANTED TO HIGHLIGHT. AND AGAIN, SOME REALLY POSITIVE FEEDBACK AND SOME RECOMMENDATIONS.

14:17:12 THE SECOND PIECE THAT I'VE BEEN ASKED TO SPEAK ON IS ABOUT JUST TO HIGHLIGHT SOME OF THE HISTORIC INVESTMENTS IN OLDER ADULTS AND PEOPLE WITH DISABILITY. AND AGAIN, VERY IMPORTANT ACCOMPLISHMENT. IN 2021 WE SAW THE GOVERNOR AND LEGISLATURE PASS A HISTORIC 2021/2022 STATE BUDGET THAT INCLUDED INVESTMENTS FOR ALL FIVE GOALS OF THE MASTER PLAN.

14:17:37 AND THIS INCLUDED ACROSS MAYBE 40 OR MORE INVESTMENTS IN AGING AND DISABILITY, AND I KNOW THOSE ARE OUTLINED IN YOUR REPORT. THERE'S ALSO A LINK THAT GOES INTO DETAIL THAT JUSTICE IN AGING HAS PUT OUT IN TERMS OF THE SUMMARY OF THE BUDGET BUT INCLUDES THINGS AROUND THE HOMELESSNESS CRISIS AMONG OLDER ADULTS, EXPANDED ACCESS TO MEDICAL FOR OLDER ADULTS AND PEOPLE WITH DISABILITIES.

14:18:01 CREATING MORE INNOVATIVE PROGRAMS AROUND ALL OF THE STATE'S ALZHEIMER'S PREVENTION AND PREPAREDNESS TASK FORCE. AND THE ONE THING THAT I THINK IS ALSO IMPORTANT FOR FOLKS TO REMEMBER IS THAT THE STATE, CALIFORNIA DID A GREAT JOB LEVERAGING THE INCREASED FEDERAL FUNDING FOR HOME CARE TO DEVELOP WHAT IS DESCRIBED AS THE HOME- AND COMMUNITY-BASED SERVICES SPENDING PLAN.

14:18:17 AND THERE ARE A LOT OF INITIATIVES IN THIS PLAN. AND MANY OF WHICH ALIGN WITH THE MASTER PLAN GOALS. AND I THINK IN AVERAGE IT ESTIMATES CLOSE TO OR APPROXIMATELY \$3 BILLION IN ENHANCED FUNDING FOR SUCH IMPORTANT AND VITAL SERVICES.

14:18:31 SO I THINK WE SEE THAT THIS BUDGET AND THE SPENDING PLAN ARE REALLY HIGHLIGHTING SOME OF THE OVERDUE REALLY IMPORTANT INVESTMENTS THAT FOR AGING AND DISABILITY COMMITTEES OR COMMUNITIES, EXCUSE ME.

14:19:02 I THINK THE RECOMMENDATIONS BY THE IMPACT COMMITTEE WOULD BE ALONG THIS, THAT AS WE MOVE FORWARD, IT IS VITAL THAT WE FOCUS ON CONTINUING TO IMPLEMENT THESE AND NEW INVESTMENTS, ONGOING INVESTMENTS IN COMMUNITIES, REALLY FOCUS ON COMMUNITIES SO THAT OLDER ADULTS, PEOPLE WITH DISABILITIES, THEIR FAMILIES, REALLY AGAIN TRULY CAN WITNESS, EXPERIENCE THOSE LIVED CHANGES OR LIVED NEEDS IN THEIR OWN COMMUNITIES.

14:19:26 AND A LOT OF FOCUS, AGAIN, ON HOME AND COMMUNITY CARE. CARE WHERE INDIVIDUALS WANT TO SEE SOME REAL TRACTION. IT IS ALSO REALLY CRITICAL THAT THE FUTURE FUNDING AND INVESTMENTS INCLUDED ARE IDENTIFIED TO ADDRESS THE WHAT I WOULD SAY IS THE GROWING DEMAND FOR SERVICES AND AGING DISABILITY NETWORK AND CARE.

14:19:41 AND THE MASTER PLAN HAS I THINK A LOT OF OPPORTUNITIES TO TRACK, AND WE'LL HEAR MORE TODAY ABOUT SOME OF THE DATA AND ANALYTICS TO REALLY MONITOR SOME OF THESE INVESTMENTS AND WHERE WE'RE SEEING THE REALIZATION OF THOSE INVESTMENTS.

14:19:53 SO THOSE ARE SOME OF THE HIGHLIGHTS. AND WITH THAT, I WILL GO AHEAD AND TURN IT BACK OVER TO FERNANDO. THANK YOU.

14:19:56 >> FERNANDO, YOU MAY BE MUTED.

14:20:14 >> SORRY ABOUT THAT, FOLKS. I KEEP FORGETTING ABOUT THE UNMUTE BUTTON. ANYWAY. THANK YOU, SARITA. AND I'D LIKE TO NOW ASK MICHAEL TO COME UP TO THE PLATE AND ADDRESS ANOTHER IMPORTANT ASPECT OF OUR REPORT, THE ROLE OF LOCAL COMMUNITIES, THE CITY AND COUNTIES AND THE LOCAL PLAYBOOK. MICHAEL.

14:20:33 >> THANK YOU, FERNANDO. THANK YOU, EVERYONE. GOOD TO BE HERE. AND IMPORTANT REFERENCE IN THE MPA IS THE AGE-FRIENDLY COMMUNITIES. AND I WANT TO GIVE A LITTLE BIT OF CONTEXT ABOUT THE NETWORK AND WHERE WE'VE BEEN AS A STATE, INCLUDING THE STATE JOINING AS WE KNOW FROM THE REPORT.

14:20:50 THE WORLD HEALTH ORGANIZATION CREATED THIS IMPORTANT FRAMEWORK OF AGE-FRIENDLY COMMUNITIES IN 2012. AARP BECAME THE OFFICIAL U.S. AFFILIATE IN 2012. AND WE'RE PROUD TO BE CELEBRATING THE TENTH ANNIVERSARY OF THAT.

14:21:15 NATIONALLY THERE ARE 652 JURISDICTIONS IN THE NETWORK. BUT HERE IN CALIFORNIA, WHEN WE START IT WAS SIX LOCAL JURISDICTIONS IN 2016. WE'RE NOW UP TO 73 MEMBER JURISDICTIONS REPRESENTING NEARLY 24 MILLION CALIFORNIANS. PLUS THE STATE OF CALIFORNIA JOINING.

14:21:47 IT IS ESSENTIAL FOR OUR ELECTED OFFICIALS TO HAVE A KEY VOICE AND BE DRIVERS FOR THIS WORK. WE'VE WORKED CLOSELY WITH MAYORS IN SAN JOSE, THE MAYOR LACARDO, MAYOR LIBBY IN OAKLAND, MAYOR G IN LOS ANGELES. HILL SOLIS IN LOS ANGELES, ONE OF THE COUNTY SUPERVISORS. AND THE IMPORTANCE OF THEIR PERSPECTIVES AND HOW THEY GUIDE JURISDICTIONS THROUGH THE PROCESS.

14:22:30 THEIR COMMITMENT REALLY IS ESSENTIAL AND REQUIRED TO IMPACTING AND THE INFLUENCE OF THE DECISIONS TO JOIN THE NETWORK AND TO MAKE THE COMMITMENT. THE PROGRAM IS A FIVE-YEAR CYCLE WHERE PARTICIPATING JURISDICTIONS COMMIT TO BECOMING AGE FRIENDLY AND WORKING ON WHAT ARE FRAMED AS THE EIGHT DOMAINS OF LIVABILITY. TRANSPORTATION, HOUSING, OUTDOOR SPACES AND BUILDINGS, SOCIAL PARTICIPATION, RESPECT AND SOCIAL INCLUSION, CIVIC PARTICIPATION, EMPLOYMENT, COMMUNICATIONS AND INFORMATION AND COMMUN

14:22:45 ALL RANGES OF EFFORTS THAT JURISDICTIONS MANAGE AND THINK ABOUT FOR WHAT IT MEANS FOR THEM TO BE ABLE TO CREATE AN ENVIRONMENT FOR FOLKS TO AGE IN THEIR COMMUNITIES. AND FOR COMMUNITIES TO SUPPORT THEM.

14:23:10 IN ADDITION, MANY JURISDICTIONS ARE ADDING DOMAINS THAT ARE RELEVANT TO THEM, INCLUDING EMERGENCY AND DISASTER PREPAREDNESS, DEMENTIA FRIENDLY, AND EQUITY. WHEN A JURISDICTION BECOMES A MEMBER OF THE NETWORK, AFTER THE MOST SENIOR ELECTED OFFICIAL, MAYOR, BOARD OF SUPERVISORS AND CERTAINLY THE GOVERNOR FOR THE STATE SENDS A LETTER OF COMMITMENT AND AN APPLICATION.

14:23:31 AT THE LOCAL LEVEL IN THE FIRST YEAR, MEMBERS CONDUCT A NEEDS ASSESSMENT. AND A SURVEY TO REALLY UNDERSTAND AND LISTEN TO THE COMMUNITY ON WHAT IS NEEDED, WHAT THEY'RE EXPERIENCING AND WHAT WILL INFORM DEVELOPMENT OF THIS INFORMATION THAT LEADS TO AN AGE-FRIENDLY ACTION PLAN.

14:23:58 AND FOR THE STATE, THE MPA ACTUALLY IS THE ACTION PLAN. AND YEAR THREE AND FIVE, MEMBERS IMPLEMENT THESE PLANS AT THE LOCAL LEVEL AND IN YEAR FIVE, MEMBERS OF THE NETWORK ENGAGE IN CONTINUOUS CYCLES OF IMPROVEMENT, AND THEY PROVIDE REPORTS WHERE WE ARE ABLE TO PROVIDE ADDITIONAL COUNSEL AND SUPPORT FOR THEM AS WELL.

14:24:22 WE'RE STARTING TO SEE SEVERAL JURISDICTIONS STARTING TO COMPLETE THIS AND IMPLEMENT 2.0 PLANS. INCLUDING SAN DIEGO COUNTY AND CITY OF L.A. AND L.A. COUNTY. WE CONTINUE TO PROVIDE ONGOING TECHNICAL ASSISTANT TO ENSURE THEY'VE GOT THE RESOURCES AND INFORMATION THAT IS NEEDED FOR THIS.

14:24:40 OVER THE LAST THREE YEARS, AND WE WILL CONTINUE TO DO SO, WE'RE HOSTING REGIONAL ROUNDTABLES FOCUSING ON ISSUES IMPORTANT AND OUTLINED AND ADDRESSED IN THIS REPORT AROUND HOUSING AND EQUITY FOR ALL.

14:24:59 ANOTHER KEY ASPECT IS THE IMPORTANCE OF LOCAL PHILANTHROPY. AND THEY CAN BE A KEY PARTNER. A GREAT EXAMPLE IS IN SAN DIEGO COUNTY WHEN THE SAN DIEGO FOUNDATION MADE AGE FRIENDLY A PRIORITY AND PROVIDED START-UP GRANTS TO THE EARLY ADOPTERS IN THAT COUNTY.

14:25:18 IN 2017, STATES WERE ALLOWED TO JOIN THE NETWORK. IN 2019, BILL AB1118 WHICH ENCOURAGED CALIFORNIA TO JOIN THE NETWORK. AND WE WERE SO PLEASED WHEN THE STATE OF CALIFORNIA JOINED THE NETWORK IN 2021.

14:25:27 THIS IS SO SIGNIFICANT GIVEN THE SIZE OF CALIFORNIA AND THE EXAMPLE IT ALONG WITH OTHER STATES THAT HAVE JOINED ARE SETTING FOR LOCAL JURISDICTIONS.

14:25:35 THOSE ARE THE KEY AREAS I REALLY WANTED TO COVER FOR THE LOCAL WORK, FERNANDO. IF THERE'S ANYTHING ELSE, I'LL TURN IT BACK TO YOU.

14:25:59 >> THANK YOU, MICHAEL, FOR HIGHLIGHTING THE CRUCIAL ISSUES AND ENSURING THAT WE INTEGRATE ALL LOCAL GOVERNMENTS INTO OUR WORK. ONE OF THE POSITIVE DILEMMAS, BY THE WAY, OF OUR MASTER PLAN ON AGING ACTIVITIES THAT THE IMPACT COMMITTEE WANTS TO BRING OUT IS KIND OF A REAL POSITIVE DILEMMA OF MANY RECOMMENDATIONS AND HOW WE'RE GOING TO HANDLE IT.

14:26:02 AND TO THAT END I WOULD LIKE TO ASK ELIZABETH TO SPEAK TOWARDS THAT.

14:26:34 >> THANKS, FERNANDO. AND THANK YOU, EVERYBODY. I'M SO PROUD TO BE ON THIS IMPACT COMMITTEE AND TO HIGHLIGHT SOMETHING TODAY THAT FERNANDO JUST SHARED. WE RECOGNIZE AND KIM MCCOY WADE ALREADY SAID IT, THAT THERE ARE OVER 130 INITIATIVES ASSOCIATED WITH THE MASTER PLAN ON AGING, WHICH IS INCREDIBLE AND WONDERFUL THAT THE NEWSOM ADMINISTRATION HAS TACKLED SO MANY INITIATIVES OVER JUST TWO YEARS.

14:27:03 AND YET THAT'S WHAT WE WANTED TO JUST PAUSE A MOMENT AND THINK ABOUT FOR SUSAN AND THE CALIFORNIA DEPARTMENT OF AGING. I WOULD TAKE A BIG GULP THINKING ABOUT HOW AM I GOING TO DO THAT. THE GOOD NEWS IS IT'S KICKED OFF A WHOLE ARRAY OF ACTIVITY RELATED TO THE MPA OVER THE LAST YEAR WE'VE GOT INITIATIVES ASSIGNED TO THE CALIFORNIA HEALTH AND HUMAN SERVICES DEPARTMENT AS WELL AS OTHER STATE AGENCIES.

14:27:22 WE'VE GOT BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY INVOLVED, CALVET, THE COUNCIL ON HOMELESSNESS INVOLVED, THE LABOR & WORKFORCE DEVELOPMENT AGENCY. I MEAN IT'S REALLY AMAZING TO LOOK AT ALL THESE DIFFERENT DEPARTMENTS COMING TOGETHER.



14:27:44 AND THIS IS WHAT THE STAKEHOLDERS WERE CALLING FOR IS EVERYBODY, WHOLE GOVERNMENT GETTING INVOLVED IN THIS. WE WANTED TO JUST PAUSE A MOMENT AND TALK ABOUT THE CHALLENGE THAT REPRESENTS, THE SHEER NUMBER OF INITIATIVES, AGENCIES AND DEPARTMENTS INVOLVED IS EXTREMELY DIFFICULT TO MANAGE.

14:28:06 AND WHILE THE CALIFORNIA DEPARTMENT ON AGING DID A WONDERFUL JOB WITH THE FIRST ANNUAL PROGRESS REPORT AND LOOKING BACK AT WHAT'S BEEN HAPPENING, EVENTS AND DETAILS OF PARTICULAR ACTIVITIES OR OPERATIONS, IT'S REALLY HARD TO KIND OF PUT A FINGER ON REALLY WHAT'S HAPPENING IN TERMS OF ACTION AND INITIATIVES.

14:28:34 AND SO WE'RE RECOGNIZING THAT BEING ABLE TO BE CLEAR ABOUT ALL OF THIS AT ONE TIME IS REALLY TRICKY, TO SAY THE LEAST. SO WE RECOGNIZE THAT FULFILLING ALL OF THESE INITIATIVES AND REALLY UNDERSTANDING WHAT IS THE IMPACT ON PEOPLE, WHAT IS THE REAL IMPACT ON OLDER ADULTS, PEOPLE WITH ALZHEIMER'S AND DEMENTIA, INDIVIDUALS LIVING WITH DISABILITIES.

14:28:51 SO WE'RE HIGHLIGHTING A CHALLENGE, THE COMMUNICATION WITH STAKEHOLDERS REGARDING PROGRESS AGAINST THESE INITIATIVES AND ALSO HOW INVOLVED REALLY ARE THE DIFFERENT AGENCIES AND HOW IS THAT KIND OF COMING TOGETHER.

14:29:11 SO WE WANTED TO REALLY SHINE A LIGHT ON THE FACT THAT HAVING 140 INITIATIVES IS GOING TO BE TRICKY TO SEE DO EACH AND EVERY ONE LEAD TO MEANINGFUL CHANGE, HAVE A TRUE IMPACT ON THE LIVES OF OLDER ADULTS AND THOSE WITH DISABILITIES.

14:29:43 AND AS YOU'RE GOING TO HEAR FROM HERE ON OUT, WE'RE GOING TO TALK ABOUT HAVING A DEEPER FOCUS ON A FEW TRANSFORMATIONAL ISSUES. IT'S NOT TO SAY THAT EVERYTHING'S NOT IMPORTANT. IT'S JUST TO HAVE REAL MEANINGFUL CHANGE, WE'RE MAKING A STATEMENT HERE THAT WE THINK WE NEED TO FOCUS ON MAYBE A FEWER INITIATIVES TO HAVE A REAL DEEP IMPACT. NOT TO SAY OTHER THINGS WON'T BE MOVING FORWARD. BUT THAT'S WHAT WE WANTED TO KIND OF SHIFT INTO TODAY TO TALK ABOUT.

14:30:13 >> THANK YOU, ELIZABETH. AND THAT'S A NICE TRANSITION TOWARDS THE SECOND PART OF THIS REPORT. AND TO TRY TO GET A HANDLE ON THE MANY DIFFERENT THINGS WE'RE DOING, WE FELT IT WAS IMPORTANT TO REALLY HIT AT LEAST A FEW KEY AREAS WHERE WE COULD DEMONSTRATE IN THE NEXT TWO YEARS AND AS PART OF THE GOVERNOR'S FOUR-YEAR FIRST-YEAR ADMINISTRATION, THAT WE ARE MAKING A DIFFERENCE.

14:30:38 AND OUR IMPACT COMMITTEE, WE ALL HAVE 100 OR 200 DIFFERENT THINGS WE ALL THINK ARE THE MOST IMPORTANT THAT WE WOULD WANT TO SHED LIGHT ON. BUT NOT SURPRISINGLY, OR AMAZINGLY, WE CAME TOGETHER AND REALIZED, YOU KNOW, ULTIMATELY WHAT WOULD CAPTURE AND GIVE THE GREATEST INFLUENCE, IMPACT, SOCIAL CHANGE, IF THE WE COULD REALLY SHINE A LENS AND FOCUS ON A FEW KEY AREAS.

14:31:04 AND TO THAT REGARD, ANDY IS GOING TO SPEAK ABOUT HOME CARE. I'LL SPEAK ABOUT HOMELESSNESS. AS PART OF THIS SECTION OF OUR REPORT, KIRAN WILL SPEAK ABOUT ANOTHER CRITICAL ASPECT, HOW DO WE CONTINUE BUILDING UPON THE EQUITY AND DIVERSITY THAT WE WANT TO ENSURE IS IN OUR DNA. AND LASTLY ANDY WILL COME BACK TO LEADERSHIP AND GOVERNMENT LEADERSHIP.

14:31:19 BUT FIRST, OUR TWO REALLY PRIZE -- OUR TWO KEY AREAS WILL BE HOME CARE, LONG-TERM CARE, AND I LIKE TO ASK ANDY TO SPEAK TOWARDS THAT AND I'LL SPEAK TOWARDS THE SECOND ONE. ANDY.

14:31:38 >> YEAH, THANK YOU, FERNANDO. AND THANK YOU, SUSAN, FOR LETTING US KIND OF DO OUR OWN INDEPENDENT ANALYSIS OF WHAT WE WANT YOU TO DO. IT FEELS A LITTLE AWKWARD BECAUSE I FEEL LIKE YOU COULD EASILY BE ON OUR SIDE OF THIS ZOOM TELLING US WHAT THE PRIORITIES SHOULD BE.

14:31:50 I THINK YOU'VE HEARD OUR ACKNOWLEDGMENT OF YOUR LEADERSHIP AND KIM'S LEADERSHIP. SO WE'RE SAYING THIS WITH A LOT OF RESPECT AND FEELING LIKE WE'RE TALKING TO VALUED COLLEAGUES.

14:32:00 ON THE ISSUE OF HOME CARE, A LOT OF US FEEL THAT OUR COUNTRY IS AT A TIPPING POINT ON INVESTING IN HOME AND COMMUNITY-BASED LONG-TERM SERVICE AND SUPPORTS.

14:32:28 PEOPLE WHO NEED SUPPORT, WHETHER THEY ARE OLDER FOLKS OR FOLKS WITH DISABILITIES, THE VAST MAJORITY PREFER TO GET THAT SUPPORT AT HOME. AND AS WAS DISCUSSED EARLIER, WE HAVE A NEW FEDERAL INVESTMENT. WE HAVE THE PRESIDENT OF THE UNITED STATES TALKING ABOUT THE NEED FOR EVEN MORE OF A FEDERAL INVESTMENT. WE HAVE A SECRETARY OF HEALTH AND HUMAN SERVICES AT THE FEDERAL LEVEL WHO CAME FROM CALIFORNIA WHO UNDERSTANDS THE NEED FOR THESE INVESTMENTS.

14:32:55 AND WE HAVE LEADERSHIP IN CALIFORNIA INCLUDING THE GOVERNOR, SECRETARY GALLY AND SO MANY OTHER LEADERS IN STATE GOVERNMENT WHO REALLY WANT CALIFORNIA TO BE A PLACE THAT WILL BE A NATIONAL LEADER IN HOW WE SUPPORT PEOPLE AT HOME WHEN THEY NEED CARE AT HOME. WE KNOW THAT WE CAN'T DO THAT WITHOUT A DIRECT CARE WORKFORCE THAT IS WELL-COMPENSATED AND HAS CAREER WRITERS.

14:33:11 AND KAREN IS GOING TO TALK IN A MOMENT ABOUT EQUITY. I JUST WANT TO CALL OUT THE EQUITY ISSUE THAT'S EMBEDDED IN THE LONG-TERM CARE WORKFORCE. THESE ARE FOLKS WHO ARE PREDOMINANTLY WOMEN, IMMIGRANTS, THERE ARE A LOT OF PEOPLE WITH DISABILITIES WHO WORK IN THE LONG-TERM CARE WORKFORCE.

14:33:29 AND THEY'RE NOT IN THIS STATE GIVEN THE COST OF HOUSING AND THE GENERAL COST OF LIVING, WHICH HAVE GOTTEN WORSE WITH INFLATION. THEY'RE NOT BEING COMPENSATED AT A LEVEL THAT HELPS THEM HAVE A GOOD LIFE. WORKING FULL TIME, BEING ABLE TO AFFORD A HOME OF THEIR OWN AND BE ABLE TO HAVE A GOOD STANDARD OF LIVING.

14:33:45 SO REALLY IF WE CAN FIX THE DIRECT CARE WORKFORCE ISSUE, THAT'S GOING TO BE AN INVESTMENT IN EQUITY FOR PEOPLE WHO WORK IN THAT WORKFORCE. IT'S ALSO GOING TO BE AN INVESTMENT IN EQUITY FOR PEOPLE WHO RELY ON THAT WORKFORCE TO BE ABLE TO LIVE WITH DIGNITY IN THEIR OWN HOMES.

14:34:06 THE OTHER BIG LESSON FROM THE PANDEMIC IS CONGREGATE SETTINGS ARE DANGEROUS FROM A PUBLIC HEALTH STANDPOINT. SO IF WE CAN SUPPORT PEOPLE IN THEIR HOMES, NOT IN CONGREGATE SETTINGS OR NOT UNNECESSARILY IN CONGREGATE SETTINGS, IT'S ALSO GOING TO SAVE LIVES AND HELP WHATEVER COMES NEXT IN THIS PANDEMIC.

14:34:27 SO WE REALLY FEEL THERE'S AN OPPORTUNITY, OBVIOUSLY THE MASTER PLAN FOR AGING HAS FIVE GOALS. WE'RE NOT SAYING THEY'RE NOT ALL IMPORTANT. BUT WE THINK THERE'S AN OPPORTUNITY TO REALLY FOCUS ON WHAT IS THE NEXT STEP FOR CALIFORNIA OVER THE NEXT TWO TO THREE YEARS TO MAKE INVESTMENTS IN THE WORKFORCE, WHICH THE GOVERNOR HAS ALREADY MADE AS PART OF HIS BUDGET INITIATIVE,.

14:34:45 TO HELP CREATE NEW FUNDING STREAMS FOR HOME AND COMMUNITY BASED LONG-TERM SERVICES AND SUPPORTS INCLUDING STARTING THE ABILITY FOR PEOPLE TO PAY INTO A NEW WAY OF PAYING FOR LONG-TERM SERVICES AND SUPPORTS THAT DOESN'T RELY EXCLUSIVELY ON MEDICAID.

14:35:01 AND WE FEEL LIKE THE MASTER PLAN FOR AGING STAKEHOLDER ADVISORY COMMITTEE HAVE LAID THE GROUNDWORK ON THIS, AND THERE'S REALLY AN OPPORTUNITY TO DO SOMETHING ON THIS OVER THE NEXT TWO TO THREE YEARS.

14:35:28 >> THANK YOU, ANDY, FOR HIGHLIGHTING ONE OF OUR TWO KEY SIGNATURE ISSUES. AND AGAIN, WE FEEL WHEN THE FIRST FOUR-YEAR TERM WINDS DOWN, CERTAINLY WE'RE ALL GOING TO WANT TO ASK OF THE 130, 140 RECOMMENDATIONS WHAT ARE THOSE KEY SIGNATURE ONES THAT REALLY SHOW WE MADE A DIFFERENCE IN SYSTEMS OF CARE, HOME AND COMMUNITY-BASED CARE FOR ALL OF US, I THINK, WILL NOT ONLY SHOW WE MADE A DIFFERENCE,

14:35:57 BUT REALLY TRANSCENDS THE MANY DIFFERENCES IN OUR STATE, BECAUSE ALL OF US WILL ASK THE QUESTION WHO WILL TAKE CARE OF ME AND WHO WILL TAKE CARE OF THOSE I LOVE. I MEAN THAT'S REALLY WHAT IT'S ALL ABOUT. BUT THE SECOND ONE, WHICH IS RISEN TO NOT JUST THE VISCERAL BUT A REALLY CRITICAL SOCIAL JUSTICE, POLICY AND COMPASSION ISSUE, OF COURSE, IS THE CRISES OF HOMELESSNESS AND THE UNHOUSED.

14:36:14 INTERESTINGLY ENOUGH WHEN WE STARTED OUR MASTER PLAN ON AGING TO A AND A HALF YEARS AGO, IT WASN'T QUITE AT THE LEVEL OF ALL THE OTHER ISSUES. BUT WE KNOW THE PANDEMIC HAS ONLY EXACERBATED THAT CRISIS THAT WAS ALWAYS THERE.

14:36:26 WHAT HAPPENS WHEN YOU DON'T HAVE A HOME? YOU CAN'T AFFORD THE RENT, YOU LOSE YOUR JOB, YOU'RE ON THE STREETS. AND CERTAINLY THAT IS AT THE TOP OF THE HEADLINES.

14:36:58 WHAT HAS NOT BEEN VISIBLE AS THE PUBLIC AND THE MEDIA AND POLICY MAKERS POUR TREMENDOUS RESOURCES INTO ISSUES OF HOMELESSNESS IS A GROWING SEGMENT, OLDER ADULTS, OLDER PERSONS WITH DISABILITY, I WOULD JUST ADD JUST TODAY IN THE NEW YORK TIMES, FRONT PAGE ARTICLE, IT BROUGHT OUT SOME REALLY SOBERING DATA, THAT WHEN YOU LOOK AT THOSE WHO ARE UNHOUSED AND HOMELESS AND THE MORTALITY RATES,.

14:37:14 IT'S PRIMARILY ON THOSE 50, 60 YEARS OF AGE AND ABOVE. THOSE ARE THE MOST VULNERABLE, THOSE ARE THE ONES MOST LIKELY TO DIE ON THE STREETS FOR A MOST HOST OF ISSUES RELATED TO AGING AND BEING AN OLDER ADULT.

14:37:33 SO WITH THAT, WE WANTED TO SHINE A SPOTLIGHT ON FINDING A WAY TO FOCUS MORE ATTENTION WITH THE \$12 BILLION DEDICATED THROUGH VARIOUS PUBLIC AGENCIES AND GOVERNMENTS IN CALIFORNIA, WE DON'T REALLY KNOW WHAT SEGMENT GOES TO OLDER ADULTS.

14:37:53 AND WE FEEL THERE NEEDS TO BE A GREATER FOCUS ON THAT OLDER SEGMENT. CERTAINLY THE PROPOSAL BY THE GOVERNOR, THAT'S MOVING US IN A GOOD DIRECTION. BUT THEN WE ALSO

WORRY ABOUT WHAT IS THE IMPACT, WILL THERE BE DISCRIMINATION AGAINST THOSE OLDER PERSONS, OLDER PERSONS WITH A DISABILITY.

14:38:07 THE MAIN THING HERE IS WE'D LIKE NOW TO STRONGLY RECOMMEND THAT WE FIND A WAY TO SPOTLIGHT, TO SEGMENT, TO BRING OUT AND SEPARATE OUT THE OLDER ADULTS IN THAT AREA.

14:38:18 AND OUR REPORT MENTIONS SOMETHING THAT WE'RE SO PROUD OF OUR GOVERNOR AND OUR STATE, PROJECT HOMEKEY. PROJECT HOMEKEY HAS SHOWN TO REALLY WORK. AND NOW I'M GOING TO PAT MYSELF ON THE BACK.

14:38:43 I HAPPEN TO CHAIR STEP UP, WHICH IS NOW A NATIONAL ORGANIZATION THAT ACTUALLY PIONEERED THE WHOLE CONCEPT OF PROJECT HOMEKEY. RATHER THAN WAITING TO BUILD A ZILLION HOUSING UNITS OVER THE NEXT 20, 30, 100 YEARS, LET'S JUST BUY HOTELS AND MOTELS AND INVOLVE THE PRIVATE SECTOR, USE THE PUBLIC DOLLARS FOR SUPPORTIVE SERVICES.

14:38:57 AND WE BELIEVE WE MADE GREAT PROGRESS AND QUICKLY WITHIN 90 DAYS WHEN WE BUY A MOTEL IN AN AREA, GET PERSONS OFF THE STREET WITH SUPPORTIVE HOUSING. AND THE GOVERNOR HAS PICKED UP ON THAT AND PROVIDED TREMENDOUS NEW RESOURCES.

14:39:15 BUT NO ONE IS TELLING US HOW WERE YOU SERVING THE 50 AND ABOVE? NO ONE IS MANDATING THAT AS WE SERVE OUR POPULATION THROUGH PROJECT HOMEKEY, NO ONE IS MANDATED THAT YOU MUST ALSO FOCUS ON THOSE OVER A CERTAIN AGE, BECAUSE THEY'RE THE MOST VULNERABLE.

14:39:31 SO WE'D LIKE TO RECOMMEND THAT THE STATE AND CALIFORNIA FIND A WAY TO REALLY GIVE US THOSE INCENTIVES, MAYBE EVEN THE MANDATES, TO START LOOKING MORE CLOSELY AT THAT SEGMENT OF THE POPULATION.

14:39:57 JUST AS WE HAVE DONE FOR VETERANS. WE BELIEVE WE MADE A REAL PROGRESS IN ADDRESSING HOMELESSNESS AMONG VETERANS AND CERTAINLY WITH MY ORGANIZATION THAT'S ONE OF OUR FOCUS. AND WE'VE ADDRESSED ALMOST -- WE HAVE FOUND HOUSING FOR OVER 25 PERCENT OF L.A. COUNTY'S HOMELESS. BUT THAT'S BECAUSE THERE'S A SPOTLIGHT IN THE VETERAN'S ADMINISTRATION REALLY PUSHES US, INCENTIVIZES US, MANDATES US.

14:40:21 SO WITHOUT BELABORING THIS, THAT IS OUR SECOND SIGNATURE ISSUE. TO BEGIN TO CARVE OUT AND FOCUS ON THE OLDER ADULT SEGMENT, THE OLDER ADULT WITH DISABILITIES, MENTAL ILLNESS SEGMENT AND BEGIN TO GIVE THEM THE FOCUS AND THE PRIORITY THAT WE FEEL HAS BEEN MISSING AS WE HAVE ADDRESSED WITH MANY RESOURCES THE LARGER ISSUE OF THE UNHOUSED.

14:40:35 SO I WILL STOP THERE. AND THEN ALL THIS ULTIMATELY IS ABOUT EQUITY AND THE MANY DIFFERENCES AND HOW WE ADDRESS THEM IN CALIFORNIA. SO TO THAT END I'D LIKE TO ASK KIRAN TO STEP FORWARD.

14:40:51 >> THANKS, FERNANDO. A PLEASURE TO BE HERE. I'M VERY GRATEFUL TO BE PART OF THIS COMMITTEE. SO I'M GOING TO ADDRESS THE EQUITY PART OF OUR RECOMMENDATIONS, WHICH IS REALLY AN OVERARCHING FRAMEWORK INCLUSIVE OF THE TWO MAJOR ISSUES THAT FERNANDO AND ANDY DISCUSSED AS PARTICULAR AREAS OF FOCUS.

14:41:12 AND I THINK IT'S PARTICULARLY IMPORTANT THAT WE THINK ABOUT EQUITY IN THE CONTEXT OF THE MASTER PLAN ON AGING BECAUSE WE'RE REALLY ALSO TALKING THAT INTERSECTIONALITY. WE'RE TALKING ABOUT OLDER ADULTS WHO ARE ALSO PEOPLE OF COLOR, WHO ARE ALSO LIMITED ENGLISH PROFICIENT, WHO ARE ALSO IMMIGRANTS, WHO ARE ALSO LGBTQ+ AND ARE LIVING WITH DISABILITIES.

14:41:35 AND THOSE POPULATIONS HAVE HISTORICALLY REALLY BEEN LEFT BEHIND AS WE TALK ABOUT HOW TO MAKE PROGRESS IN THE STATE OF CALIFORNIA AND HOW TO ADVANCE DIFFERENT INITIATIVES. SO THAT'S WHY WE THINK IT'S IMPORTANT THAT THERE BE A PARTICULAR SPOTLIGHT. WE WANT TO ACKNOWLEDGE THAT THROUGHOUT THE STAKEHOLDER PROCESS AND DEVELOPMENT OF A PLAN, THERE WAS A REALIZATION AT A CERTAIN POINT THERE NEEDED TO BE A GREATER EMPHASIS ON EQUITY.

14:41:49 THERE IS A SECTION IN THE PLAN AROUND EQUITY AND THERE HAVE BEEN REALLY IMPORTANT INVESTMENTS MADE, PARTICULARLY FOR OLDER ADULTS WHO ARE IMMIGRANTS IN CALIFORNIA. SO EXPANSIONS OF HEALTH COVERAGE, EXPANSIONS OF ACCESS TO FOOD BENEFITS.

14:42:04 AND THOSE ARE VERY IMPORTANT AND THAT WE NEED TO KEEP PUSHING IN THIS. I THINK THAT OFTEN WE THINK OF EQUITY AS SORT OF A GENERIC TERM BUT WHAT WE REALLY UNDERSTAND ABOUT EQUITY NOW IS THAT REALLY WHAT GETS MEASURED GETS DONE.

14:42:39 AND WHAT OUR GOALS ARE AND THAT WE NEED TO BE SPECIFIC, WE NEED TO BE FOCUSED AND WE NEED TO BE ACCOUNTABLE IN ORDER TO REDUCE DISPARITIES AND FINALLY WE NEED TO CENTER LIVED EXPERIENCES OF PEOPLE IN OUR COMMUNITY [BACKGROUND CONVERSATION] WHO HAVE INTERSECTING IDENTITIES. AND SPEAK TO WHAT THE NEEDS ARE AND WHAT THE BEST PRACTICES ARE.

14:43:05 WE ARE RECOMMENDING THAT THERE EQUITY REALLY BE ELEVATED THROUGHOUT THE MASTER PLAN. RIGHT NOW IT'S HALF OF ONE GOAL BUT REALLY THINKING ABOUT IT THROUGHOUT THE PLAN, SPECIFICALLY DEFINING WHAT WE MEAN BY EQUITY, WHAT ARE OUR GOALPOSTS, WHAT DO WE HOPE TO ACCOMPLISH IN CERTAIN PERIODS OF TIME, PARTICULARLY IN RACIAL AND OTHER TYPES OF INEQUITY AND THINKING ABOUT WHAT ARE THE WAYS THAT WE LOOK AT ALL OF OUR INITIATIVES THAT ARE IN THE PLAN.

14:43:31 MANY INITIATIVES THAT HAS BEEN TALKED ABOUT BUT PARTICULARLY THE TWO THAT WE ARE RECOMMENDING AS FOCUS AREAS AND THINK ABOUT WHAT ARE EQUITY-SPECIFIC GOALS AND HOW TOO WE FOCUS AND TARGET THOSE INITIATIVES SO THEY ARE REACHING CALIFORNIANS WHO HAVE BEEN MOST MARGINALIZED MOST HISTORICALLY AND HOW DO WE INCORPORATE GREATER LIVED EXPERIENCE IN THE PROCESS.

14:43:56 UNDERSTANDING THAT THE MASTER PLAN HAS AN EQUITY ADVISORY COMMITTEE AND THAT'S A REALLY GOOD FIRST STEP AND IT WILL BE IMPORTANT TO THINK ABOUT HOW TO REALLY CHARGE THAT COMMITTEE WITH LEADERSHIP AROUND EQUITY, WHICH SOUNDS A LITTLE BIT SILLY TO SAY BUT I THINK OUR EXPERIENCES HAS BEEN THAT COMMITTEE SORT OF GIVEN A BROAD RANGE OF THINGS TO TALK ABOUT AND IT CAN BE GREATER FOCUS FOR THAT COMMITTEE TO TAKE LEADERSHIP AND THAT THERE COULD BE I THINK

14:44:21 BROADER AND MORE MEMBERSHIP THERE AND THROUGHOUT THE VARIOUS STAKEHOLDER GROUPS AND I KNOW THE COMMUTATION EFFORTS THAT WE WILL TALK TODAY AROUND THE MASTER PLAN AND OUR RECOMMENDATION IS TO ELEVATE EQUITY THROUGHOUT THE PLAN AND THINK ABOUT WAYS TO EMBED IT AND TO BE SPECIFIC SO THAT WE CAN ALL BE ACCOUNTABLE AND REDUCE DISPARITIES.

14:44:25 I WILL GIVE IT BACK TO FERNANDO.

14:44:37 >> OUR LAST IS TO PRAISE AND NUDGE THE GOVERNOR IN TERMS OF HIS POWERFUL AND POTENTIAL TO CONTINUE TO MAKE A DIFFERENCE. TO THAT I WILL ASKED ANDY.

14:44:52 >> YEAH, SUSAN, THE KEY POINT IS THIS MASTER PLAN WAS CREATED BY GOVERNOR NEWSOM AND HE IS STILL THE BEST MESSENGER AS TO WHY WE HAVE THE PLAN, WHAT IS IN THE PLAN AND WHY IT SHOULD MATTER TO VOTERS AND TO PEOPLE IN CALIFORNIA.

14:45:17 SO WE JUST STRONGLY ENCOURAGE IN WHATEVER WAYS YOU CAN AND WE KNOW YOU HAVE AN EVENT COMING UP ON SEPTEMBER 20TH AND THERE IS OTHER OPPORTUNITIES ROUND THE MANY REVISE AND OTHER THINGS THE GOVERNOR WILL BE DOING IN THE NEXT SEVERAL MONTHS TO JUST REMIND PEOPLE WHY WE DEVELOPED THIS PLAN, WHAT ARE THE INVESTMENTS THAT WE MADE RELATED TO THE PLAN AND WHY DO THEY MATTER GOING BACK TO FERNANDO'S POINT.

14:45:32 WHAT DOES IT MEAN FOR ME, FOR MY LOVED ONES IF I NEED SOME HELP, IF I NEED SOMEBODY TO TAKE CARE OF ME, WHO IS GOING TO BE THERE TO DO THAT, WHO IS THINKING ABOUT THAT, WHAT ARE SOME OF THE HOLES IN OUR CURRENT SERVICES AND SUPPORTS AND WHAT IS OUR PLAN TO FILL THOSE HOLES.

14:45:49 I KNOW YOU KNOW ALL OF THIS BUT WE JUST WANT TO PUT ANOTHER PLUG THAT WE WANT GOVERNOR NEWSOM TO STAY ON THIS AND FOR HIS TO USE HIS BULLY PULPIT TO MAKE SURE THUR FRONT AND CENTER, ESPECIALLY GIVEN THE SIZE OF THE POPULATION IN CALIFORNIA.

14:46:13 >> THANK YOU, ANDY. TO CLOSEOUT. I THINK WE STAYED WITHIN THE TIMEFRAME. I HAVE ONE LAST EDITORIAL. I HAVE A NUMBER OF MY BABY BOOMER FRIENDS AND FAMILY THAT HAVE DONE THE CLASSIC I WILL SELL MY HOME FOR A ZILLION DOLLARS AND MOVE TO PLACES LIKE ARIZONA, IDAHO AND TEXAS AND NO STATE TAXES, THEY CAN DO WHAT THEY WANT AND THEY WILL BE RICH FOR THE REST OF THEIR LIFE.

14:46:55 BUT AS THEY NOW START GETTING OLDER AND ARE FACING THE SET OF ISSUES WHETHER IT'S ABOUT BROKEN HIP OR IT'S A STROKE OR THEY NEED HOME-CARE OR LONG-TERM CARE, THEY ARE CALLING ME TO SAY I CANNOT FIND THAT IN TEXAS. CAN I NOT FIND IT IN ARIZONA. I CANNOT FIND HOME CARE WORKERS IN IDAHO AND OF COURSE I TRY TO BE VERY DIPLOMATIC AND TELL THEM I TOLD YOU SO. MAYBE WE ARE EXPENSIVE, HAVE HIGH TAXES BUT WE HAVE A ROBUST AND EXPANDING SOCIAL SAFETY NET AS WE AGE WITH WHATEVER DISABILITIES WE HAVE.

14:47:21 SO THIS IS JUST I THINK A GOLDEN OPPORTUNITY CERTAINLY BY THE GOVERNOR, BY THE IMPACT COMMITTEE, THE MASTER PLAN AND ALL OF US TO REALLY HIGHLIGHT THAT CALIFORNIA IS CREATING AND WORKING HARD TO CREATE A SYSTEM WHERE WE DON'T HAVE TO WORRY AS WE GET OLDER THAT WE WILL BE LEFT ON OUR OWN AS MORE AND MORE OF MY FAMILY AND FRIENDS THAT ELECTED TO LEAVE CALIFORNIA ARE FINDING IN THOSE OTHER STATES.

14:47:31 AND SO I JUST HAD TO THROW THAT THERE. THANK YOU TO THE ENTIRE COMMITTEE AND A SHOUT OUT ESPECIALLY TO OUR GOD FATHER KEVIN WHO REALLY KEEPS US MOVING FORWARD BUT HE IS WITH HIS FAMILY.

14:47:38 SO I WILL TURN IT OVER TO I THINK SUSAN. I BELIEVE WE STAYED WITHIN THE TIME FRAME. THANK YOU ALL.

14:48:15 >> OUTSTANDING! OUTSTANDING REPORT AND OUTSTANDING PRESENTATION! AND THANK YOU ALL FOR SHARING IN THE DELIVERY OF THAT. I WAS SO PROUD ON FRIDAY AFTERNOON TO SHARE YOUR REPORT WITH RICHARD FIGERO WITHIN THE GOVERNOR'S OFFICE AND WITH MARCO AND WITH DELCY DELGADO AND I GOT A LOT OF POSITIVE FEEDBACK IMMEDIATELY AND NOT JUST HOW YOU DESIGNED IT BUT THE BREVITY, THE MESSAGING, THE TONE.

14:48:38 AND WE WILL CONTINUE TO TALK MORE ABOUT THIS. SO WE HAVE TAKEN RECEIPT BUT THIS WILL BE AN ONGOING DIALOGUE. WHAT I WAS REALLY STRUCK IN YOUR PRESENTATION IS HOW I SENSED A SHIFT AND IT'S THE SAME SHIFT THAT IS HAPPENING IN THE GOVERNOR'S OFFICE AND THE ADMINISTRATION AND AT THE VARIOUS AGENCIES IS WE ARE MOVING A RUNG DOWN.

14:49:09 YOU TALKED A LOT ABOUT HOW THIS IMPACT ON COMMUNITIES AND ON REAL LIVES, HOW WE ARE MAKING A DIFFERENCE. AND SO WE ARE TAKING THIS FUNNEL, THIS UPSIDE DOWN FUNNEL THAT STARTED AT THE EXECUTIVE OFFICE AND THE AGENCY LEVEL AND WE ARE NOW REALLY FIXING OUR EYES ON HOW THIS IS HELPING REAL CALIFORNIANS AND HOW THESE INITIATIVES, RECOMMENDATIONS AND DOLLARS ARE FLOWING TO REAL PEOPLE THAT NEED THE SERVICES AND SUPPORTS.

14:49:36 SO WE ARE IN IT TOGETHER. WE ARE IN SYNC RIGHT NOW. I HOPE WE REMAIN IN SYNC ABOUT MAKING A REAL IMPACT AND A REAL DIFFERENCE. I REALLY LIKED HOW YOU SAID HOW WILL I GET CARE, THE CARE I NEED AT HOME, WHO WILL CARE FOR MY NEEDS, HOW YOU REALLY PERSONALIZED THINGS AS YOU OPEN UP THE FOCUS TWO OF THE BIG ISSUES.

14:50:10 AND THEN TO KAREN'S POINT, KIM TOUCHED ON THIS IN THE OPENING, BUT WE DID A SESSION WITH ETHNIC MEDIA SERVICES LAST WEEK WHERE WE HAD 65 REPORTERS WHO REPRESENTED THE FULL RANGE OF ETHNIC MEDIA OUTLETS FROM THE SMALLEST TO THE LARGEST ALL OVER OUR STATE. AND SEVERAL SAID TO ME I HAD NO IDEA, THEY HAD NO IDEA THERE WERE AAAS, AREA AGENCIES ON AGING, THAT THEY DIDN'T KNOW ABOUT A MASTER PLAN FOR AGING.

14:50:30 TWO OF THEM SHARED THAT THEY HAD RELOCATED THEIR PARENTS ABROAD BACK TO THEIR HOME COUNTRY IN RECENT YEARS AFTER EXHAUSTING ALL OF THEIR RESOURCES AND FAMILY CARE GIVING. SO WE TAKE THAT CHALLENGE ABOUT HOW DO WE EMBED EQUITY THROUGHOUT THE MASTER PLAN.

14:50:43 WE ARE GOING TO MOVE TO OUR NEXT PRESENTER BUT I KNOW KIM MCCOY WADE IS STILL WITH US. KIM, IS THERE ANYTHING YOU WANT TO SAY BEFORE YOU DROP OFF AND THEN WE WILL MOVE TO JILLIAN RICE. .

14:51:19 >> BRIEFLY AND YOU SAID IT. THANK YOU. A FEW QUICK OBSERVATIONS AND ANDY, THIS IS NOT AWKWARD. THIS IS HOW CO-CREATION GOING. THANK YOU AS ALWAYS LIFTING UP AND CENTERING EQUITY. I WANT TO START WITH THAT. AND CONTINUING TO CALL US TO EMBED EQUITY.

A REMINDER THAT TWO OF THE FIVE GOALS HAVE AS THEIR TARGETS CLOSING THE EQUITY GAP. CLOSING THE EQUITY GAP IN LIFE EXPECTANCY AND CLOSING THE EQUITY GAP IN SELF-SUFFICIENCY AND ECONOMIC SELF-SUFFICIENCY.

14:51:39 THERE IS MORE TO DO TO PUT POWER HIND THAT AND THANK YOU FOR LIFTING THAT UP AND SECOND I THINK THE INPUT TO LOOK AT SYSTEMS OF CARE IS REALLY ALIGNED WITH THE INTERNAL CONVERSATIONS WE HAVE BEEN HAVING, TOO. AND CERTAINLY A SYSTEM OF HOME AND COMMUNITY CARE CHOICES WOULD BE AT THE TOP OF THAT LIST FOR OUR COMMUNITIES.

14:52:11 SO THANK YOU FOR LIFTING THAT UP. THAT IS VERY ALIGNED AND MORE TO COME WITH ALL OF US. I WOULD SAY THE THIRD THING I WOULD SAY IS I WOULD JUST -- ONE OF THE GREAT STRENGTHS OF THIS PROCESS IN THIS COMMUNITY HAS BEEN THE WORD "AND" AND BY THAT I MEAN WE FROM THE BEGINNING SAID AND BY WE I MEAN ALL OF YOU HAVE SAID IT'S AGING AND DISABILITY. CHRISTINA MILLS SAID THAT, FERNANDO SAID THAT. IT'S AGING AND EQUITY.

14:52:51 RICO KEVIN SAID THAT IT'S AGING THAT OLDER YEARS AND AT YOUNGER YEARS. JENNY SAID THAT, RIGHT? AGING ISN'T JUST AN INDIVIDUAL, IT'S A FAMILY EXPERIENCE, DONNA BENTON, SUSAN SAID THAT. AGING DOESN'T HAPPEN INSIDE YOUR FOUR WALLS, IT HAPPENS WITHIN A COMMUNITY AND AARP SAID THAT AND MOVING TO OUR NEXT PHASE MOVING FROM 140 THAT WE DON'T OVER CORRECT AND BECOME SO FOCUSED THAT WE MISS ALL AND SOME OTHER OPPORTUNITIES THAT ARE HAPPENING, TOO.

14:53:15 SO I THINK ABOUT THE FACT THAT CALIFORNIA IS REDESIGNING ALL OF OUR COMMUNITIES TO PREPARE FOR THE CLIMATE FUTURE. INFRAHOUSING, TRANSIT, KEEPING PEOPLE ALIVE AND SAFE AND SUSTAINABLE AND WE CERTAINLY WANT THE AGING TREND TO BE PART OF THAT CONVERSATION AND ACCESSIBILITY TO BE PART OF THAT CONVERSATION. SO IT JUST GIVES ME PAUSE TO THINK ABOUT HOW DO WE CENTER THE CRISIS OF HOMELESSNESS.

14:53:39 AND, ALSO -- AND LINK IT TO THE REIMAGINATION OF OUR COMMUNITIES TO BE AFFORDABLE, ACCESSIBLE AND SUSTAINABLE FOR ALL. SO BUT I LOVE THE QUESTIONS, THEY ARE THE RIGHT QUESTIONS FOR WHERE WE ARE AT THIS PHASE. I REALLY LOOK FORWARD TO BEING IN DIALOGUE WITH YOU ALL TO GET THAT NEXT PHASE RIGHT AND FINISH THIS PHASE STRONG SO THANK YOU!

14:54:12 >> THANK YOU SO MUCH, KIM, FOR BEING HERE TODAY, TOO. WE APPRECIATE IT. SO NOW WE WILL MOVE ON TO OUR NEW COLLEAGUE, JILLIAN RICE, WHO REPRESENTS RSE, WELL-REGARDED, HIGHLY DISTINGUISHED FIRM THAT DOES FANTASTIC WORK STATEWIDE AND JILLIAN RICE WILL GIVE I AN UPDATE IN SUPPORT OF THE MPA. WELCOME, JILLIAN.

14:54:51 >> THANK YOU, SUSAN AND THANK YOU EVERYONE FOR WELCOMING ME TO YOUR COMMITTEE MEETING THIS AFTERNOON. SUSAN SAID SOME MIGHT BE FAMILIAR WITH RSE. SOME MAY EVEN KNOW ME. I SEE SOME FAMILIAR FACES AND SHE MENTIONED THAT RSE DOES PAID MEDIA AND WE ARE A FULL SERVICE AGENCY HERE IN SACRAMENTO FOR OVER 60 YEARS AND WE FOCUS ON BEHAVIOR CHANGE AND BE AWARENESS CAMPAIGN RATHER THAN PROMOTING CAMPAIGN.

14:55:25 >> YOU MAY BE FAMILIAR WITH OURCAL DENT WORK AND A LITTLE ABOUT ME AND I HAVE A FEW OTHER TEAM MEMBERS ON THE CALL AS WELL. MY NAME IS JILLIAN RICE, MY PRO NOUNS ARE SHE AND HER AND I AM AN ACCOUNT SUPERVISOR AND I WILL OVERSEE THIS THAT WE ARE



OVERLOOKING. A LITTLE BIT ABOUT MY BACKGROUND FOR THOSE WHO DON'T KNOW ME. I HAVE WORKED FOR THE PAST DECADE IN COMMUNICATION, MARKETING, MOSTLY PUBLIC HEALTH POLICY SPECIFICALLY.

14:55:45 SO LEADING CAMPAIGNS AND PUBLIC/PRIVATE AND NON-PROFIT WITH A NUMBER OF CONCERNS THERE. REALLY EXCITED TO WORK ON THIS IMPORTANT PROJECT. ALSO, I AM JOINED BY JODY MILLER, YOU WILL PROBABLY SEEING HER AND HEARING FROM HER AS WELL IN THE FUTURE.

14:56:16 A BIT ABOUT WHAT WE HAVE COME ONBOARD TO DO WITH CDA. WE ARE REALLY LOOKING AT DEVELOPING SOME BRAND COMMUNICATIONS FOR THE MASTER PLAN. SO WE ARE GOING TO BE AUDITING THE EXISTING MATERIALS, THE CHANNELS THAT WE ARE USING, LOOKING AT MESSAGING THE ASSETS THAT WE ARE USING AND WE ARE GOING TO BE WORKING ON MEDIA RELATIONS WORK, PITCHING STORIES, REACHING OUT TO MEDIA, DEVELOPING PRESS RELEASES.

14:56:38 ALL PRESS ACTIVITIES AND HELPING SUPPORT THE OUTREACH AND LOOKING WHAT IS THE STAKEHOLDER OUTREACH AND HOW CAN WE PROMOTE THOSE MECHANISMS AND THE OVERALL GOAL, WE WANT TO INCREASE AWARENESS AND ALSO PARTICIPATION IN THE MASTER PLAN.

14:56:58 I THINK YOU GUYS DID A GREAT SETUP FOR THIS. JUST BEFORE THIS IN TERMS OF WE WANT TO TELL THE STORY IN A MORE HUMAN WAY AND MORE ACCESSIBLE WAY. WE WANT TO LOOK AT HOW WE CAN UPLIFT LOCAL STORIES THAT REALLY SHOW THE IMPACT AND THE VALUE OF THESE INITIATIVES.

14:57:12 AND THEN, ALSO, LOOKING AT WHEN WE GATHER INPUT WHO ARE WE GATHERING IT FROM AND HOW ARE WE GATHERING IT. SO SOME OF THE KEY AUDIENCES HERE THAT WE ARE LOOKING AT, OBVIOUSLY THERE IS STAKEHOLDERS AND THAT COULD MEAN A VARIETY OF THINGS.

14:57:25 I THINK ONE OF THE GREAT THINGS ABOUT THE MPA THERE HAS ALREADY BEEN A LOT OF TRADITIONAL STAKEHOLDER BUY-IN BETWEEN GOVERNMENT AGENCIES AND ADVOCATES AND OBVIOUSLY THE GOVERNOR.

14:57:54 BUT, ALSO, LOOKING AT THE PUBLIC'S AWARENESS, OTHER LEGISLATURES AND PHILANTHROPY AS WELL AND AS SUSAN MENTIONED, WE ARE LOOKING AT FUNNEL APPROACH AS WELL. HOW DO WE BUILD AWARENESS. WE ARE NOT CONDUCTING PAID MEDIA BUT EARNED MEDIA BUT HOW DO WE GET THE WORD OF MPA OUT MOST GENERALLY SO MOST PEOPLE HAVE HEARD OF IT.

14:58:10 HOW CAN WE ENGAGE FOLKS. THERE IS A LOT OF POWERFUL ORGANIZATIONS, EVEN ON THIS CALL, HOW CAN WE UTILIZE THOSE NETWORKS THAT ARE ALREADY AT THE TABLE TO SPREAD THE WORD AND THEN HOW CAN WE DIRECTLY CONNECT WITH INDIVIDUALS AND ACTUALLY MOVE THEM TO ACTION.

14:58:34 SO KIND OF MOVING FROM AWARENESS TO BUY-IN TO ACTION. SO WE HAVE BEEN IDENTIFYING WHAT WE SEE CHALLENGES AND OPPORTUNITIES THERE AND AS I MENTIONED, YOU GUYS HAVE MENTIONED A LOT ON THIS CALL SO I THINK THERE IS A LOT OF AGREEMENT THERE, WHICH IS GOOD TO SEE.

14:59:01 I THINK COORDINATING BETWEEN THE PEOPLE THAT ARE ALREADY AT THE TABLE AS I MENTIONED, HOW DO WE UTILIZE THESE NETWORKS TO FURTHER SPREAD THAT INFORMATION. I THINK ANOTHER ISSUE IS THE NUMBER OF INITIATIVES. WHILE IT GIVES US A BREATH OF AREAS THAT

WE TOUCHED BUT IT'S HARD TO TIE ALL OF THEM TO THE MPA. THERE IS PROBABLY SOME COMPETING BRANDS AND THINGS THERE IN TERMS OF THE INITIATIVE NAME AND THE MPA.

14:59:38 AND HOW YOU COMMUNICATE THAT. AND THEN THE IDEA OF EQUITY BEING THROUGHOUT. THAT IS ALSO IN THE COMMUNICATION, IT'S ALSO IN HOW WE TALK ABOUT IT. WHO WE ARE TALKING TO AND WHAT THE DELIVERY MECHANISMS ARE THERE. SO I THINK OVERALL AWARENESS OF THE MPA ITSELF WILL BE HUGE. PART OF THAT IS GOING TO BE WE NEED SOME MORE DIGESTIBLE KEY MESSAGES. WE NEED AN ELEVATOR PITCH AND WE NEED THOSE HUMANIZED REAL LIVED EXPERIENCES WHY THIS IS IMPORTANT.

15:00:02 OTHER THAN THAT, I THINK THERE IS A LOT OF DIFFERENT CALLS TO ACTION. SO WE WANT PEOPLE TO GET THE INPUT, ATTEND EVENTS, WE WANT THEM TO SUPPORT DIFFERENT BUDGET INITIATIVES. SO I THINK THAT WE NEED TO BE CLEAR FOR EACH OF THESE AUDIENCES THAT ONCE WE TELL THEM WHAT THE MPA IS, EXACTLY HOW WE WANT THEM TO ENGAGE WITH IT AND WHAT THE EXPECTATION IS THERE.

15:00:28 SOME OF THE OTHER THINGS WE HAVE LOOKED AT IN TERMS OF MAYBE AREAS OF OPPORTUNITY THAT WE CAN IMPROVE UPON IS LOOKING AT THE WEBSITE. THERE IS MULTIPLE DIFFERENT PLACES PEOPLE CAN GO FOR INFORMATION. LOOKING AT THE COLLATERAL THAT WE HAVE, AGAIN, WE HAVE SOME LENGTHY REPORTS, WHICH ARE GREAT FOR STAKEHOLDER ELSE WHO REALLY WANT TO DIVE BUT FOR THE PUBLIC I THINK WE NEED SHORTER SOCIAL MEDIA POSTS.

15:00:43 SMALL ONE PAGERS AND THINGS LIKE THAT. I THINK MOST OF THE COMMUNICATION HAS BEEN IN ENGLISH. SO WE NEED TO LOOK AT HOW DO WE TRANSADAPT THAT FOR OTHER LANGUAGES AND OTHER COMMUNITIES TO MAKE SURE THAT IT'S RESONATING WITH THEM AS WELL.

15:01:00 AND THEN, ALSO, THE INPUT MECHANISMS WE ARE USING ARE WEBINARS THE BEST WAY, OUR ONLINE SURVEYS, HOW IS ENGAGEMENT WITH THE ROUNDTABLES BEEN, THINGS LIKE THAT THAT WE CAN, ALSO, GIVE SOME CONSULTATION ON.

15:01:27 THERE IS A LOT OF ITEMS THAT WE HAVE ALREADY TALKED ABOUT TODAY. THE NEXT STEP AS WE GO INTO BUILDING OUR COMMUNICATIONS PLAN WILL LOOK AT HOW WE WANT TO ADDRESS THIS AND TACTICS THAT WE WANT TO USE. GOT SOME GREAT FEEDBACK TODAY. IF YOU HAVE ADDITIONAL THOUGHTS ON SOME OTHER CHALLENGES THAT WE DIDN'T BRING UP OR SOME IDEAS AROUND HOW YOU WOULD LIKE TO SEE THIS PLAN DEVELOP, WE WOULD LOVE TO HEAR FROM YOU.

15:01:51 FEEL FREE TO CONTACT ME DIRECTLY AND THE MAIN ASK TODAY WHEN WE COME BACK WITH THIS PLAN THERE WILL BE IMPLEMENTATION THAT WE WOULD LOVE TO SEE YOU GUYS JOIN US ON. WE WILL DEFINITELY BE RETURNING TO THIS GROUP AND HOPEFULLY UTILIZING ALL OF YOUR CHANNELS TO REACH FOLKS AS WELL.

15:01:57 >> GREAT. THANK YOU SO MUCH, JILLIAN. AND DO YOU HAVE A FEW MINUTES FOR A COUPLE OF QUESTIONS?

15:01:57 >> YEAH.

15:02:15 >> OKAY. GREAT. ARE THERE ANY QUESTIONS FROM ANYONE ON THE IMPACT COMMITTEE FOR JILLIAN WHILE SHE IS WITH US? I AM NOT SEE ANY RAISED HANDS. FERNANDO.

15:03:02 >> THANK YOU FOR THIS. I HOPE YOU CAN HEAR ME. THANK YOU FOR THIS COMPREHENSIVE APPROACH TO MESSAGING AND GETTING OUR WORK OUT. YOU KIND OF ADDRESSED IT. HOW DO WE REACH THOSE THAT ARE NOT AWARE OF OUR WORK AND/OR THE BENEFITS, THE IMPACT WE ARE HAVING WITH OUR MASTER PLAN AND AGING? HOW DO YOU GET TO SOMEBODY IN FRESNO, CALIFORNIA WHO HAS NO CLUE WHAT WE ARE DOING OR WHY IT MATTERS THAT WE PREPARED THIS AGE TO BE AGE FRIENDLY FOR THEM, EVEN THOUGH THEY ARE NOT THINKING THAT FAR AHEAD.

15:03:23 >> I LOVE THAT YOU PICKED THE CENTRAL VALLEY. I AM FROM THERE. THERE IS A FEW THINGS THAT WE WANT TO DO AND WE WILL DEFINITELY INCLUDE IN THE PLAN. WHEN YOU ARE LOOKING AT THIS KIND OF SYSTEM'S CHANGE, YOU REALLY NEED A SURROUND SOUND EFFECT, YOU NEED MULTIPLE PLACES THAT THEY ARE HEARING IT. WE WOULD LIKE TO GET MORE MEDIA COVERAGE IN THE VARIETY OF DIFFERENT OUTLETS.

15:03:47 AND VARIETY OF DIFFERENT PLACEMENTS AS WELL. THAT TALK ABOUT THE MPA, MAYBE UPLIFT THE LOCAL EXAMPLE, TALK ABOUT HOW THEY CAN ENGAGE IN A LOCAL PLAYBOOK, BUILD SOME MOMENTUM THERE. ALSO, LOOKING AT WHO ARE THE TRUSTED MESSAGERS IN THE COMMUNITY, WHETHER IT'S THE ORGANIZATIONS ON THIS CALL, IF THERE IS SOME THAT AREN'T PART OF THE COALITION THAT WE NEED TO BRING IN.

15:04:06 WHO CAN BE A GOOD SPOKESPERSON THERE AND ALSO LOOKING AT ELECTED OFFICIALS, HOW CAN THEY COMMUNICATE WITH THEIR CONSTITUENTS AND WAYS THEY ARE SUPPORTING THIS AND IF THEY NEED SUPPORT FROM THEM AS WELL IF THEY ARE SPONSORING OR CHAMPION ANY BUDGET OR LEGISLATIVE MOVES.

15:04:28 AND THEN I THINK WE ARE LOOKING AT WHAT ARE THOSE DIFFERENT AVENUES AS WELL. SOCIAL MEDIA IS A HUGE AREA I THINK WE CAN HAVE A LOT OF TRACTION AND HOPEFULLY IT WILL START WITH ORGANIZATIONS AND THEN CAN TRANSFER TO AN INDIVIDUAL LEVEL AS WELL.

15:04:44 >> A RELATED QUESTION. HOW MIGHT YOU MAKE USE OF US, MEMBERS OF THE IMPACT COMMITTEE, MEMBERS OF THE MASTER PLAN AND AGING, VARIOUS COMMITTEES AND SUBCOMMITTEES. HOW CAN YOU EXPLOIT US FOR THE GREATER GOOD?

15:05:12 >> DEFINITELY. WE ARE LOOKING AT DEVELOPING A LOT OF PLUG AND PLAY CONTENT THAT YOU CAN SEND OUT. IF YOU HAVE A NEWSLETTER OF YOUR OWN RATHER THAN JUST COMING TO THE NEWSLETTER THAT THE MPA IS PUTTING OUT, YOUR ACTUAL NEWSLETTER, YOU CAN GIVE TO PEOPLE. SO WE WILL GIVE YOU CONTENT LIKE THAT, SOCIAL MEDIA POSTS, ANY OTHER COLLATERAL THAT WILL BE NECESSARY.

15:05:18 IF YOU HAVE IDEAS AROUND THAT WE CAN WORK WITH THAT AND WORK WITH CDA AND DEVELOP ITEMS.

15:05:37 >> I WILL PUSH-BACK. I AM THINKING HOW WE CAN ALSO BE UPFRONT WITH YOU AS AMBASSADORS, SPOKESPERSONS, ALL OF US IN THIS GROUP HAVE LOTS OF FREE TIME ON OUR HAND AND WE ARE ALWAYS LOOKING FOR DOING MORE THINGS. I AM KIDDING ON THAT PART, BUT WE HAVE AMAZING TALENTS WITH THIS GROUP AND WITH THE LARGER GROUP.

15:05:48 I WOULD THINK YOU WOULD WANT THEM FRONT AND CENTER, WHETHER IT'S SPEAKING AT A GROUP OR THEIR STORIES BEING PRESENTED OR THEY ARE SPEAKING ON BEHALF. I WILL STOP WITH THAT.

15:06:15 >> DEFINITELY. WE WILL DEFINITELY NEED A LOT OF SPOKES PEOPLE WHEN WE START ENGAGING WITH MEDIA WHO ARE CONFIDENT AND CONDUCTING INTERVIEWS AND HAVE THOSE STORIES TO SHARE. THAT'S AN AREA THAT COMES TOP TO MIND. IF THERE IS OTHER AREAS THAT YOU HAVE IN MIND, TOO. VOLUNTEER, DEFINITELY LET ME KNOW AND WE CAN TALK ABOUT HOW TO WORK SOMETHING IN AS WELL.

15:06:34 >> GREAT. ANY OTHER THOUGHTS FOR JILLIAN WHO IS IN HER STILL IN THE FIRST MONTH OF ENGAGEMENT ON THIS PROJECT? ABOUT SIX WEEKS IN. WE ARE JUST GETTING STARTED AND SO HAPPY TO BE WORKING WITH RSE. ANY OTHER THOUGHTS OR COMMENTS? JILLIAN DID LEAVE HER CONTACT INFORMATION IN THE CHAT.

15:06:35 >> THANK YOU!

15:06:39 >> THANK YOU TO YOUR TEAM, ALSO, FOR JOINING WITH US, JILLIAN.

15:07:19 ALL RIGHT. SO WE WILL NOW MOVE TO OUR NEXT -- THIS IS ACTUALLY PART OF OUR STAKEHOLDER ENGAGEMENT, AND RELATES A BIT TO WHAT WE JUST HEARD AND THE IDEA EMANATED FROM THIS GROUP I BELIEVE. IT STARTED WITH ANDY WHOSE SUGGESTED THAT WE HAVE -- WELL, FIRST OF ALL. LET'S SEE WHO HAS BEEN TO AN IN-PERSON CONFERENCE IN THE LAST SIX WEEKS OR TWO MONTHS. ANYBODY ON THIS? OKAY. SERETA, AMANDA, ANDY.

15:07:35 IT FEELS REALLY GOOD TO BE WITH OUR PEOPLE AGAIN. SO WE ARE HOPEFUL THAT BY SEPTEMBER 20TH, THERE WILL BE AN OPPORTUNITY TO GATHER IN-PERSON IN SACRAMENTO AND TO CONVENE THE WHITE HOUSE CONFERENCE ON AGING AS THE IMPETUOUS FOR THIS.

15:08:05 BUT OUR STATE IS BIG ENOUGH THAT WE CAN DO OUR OWN TAKE THIS TO SCALE. SO ANDY MADE THE SUGGESTION AND WE HAD SOME CONVERSATIONS AND I AM -- WE ARE INCREDIBLY GRATEFUL TO THE SCAN FOUNDATION AND THE OTHER SIX PHILANTHROPIC PARTNERS WHO SUPPORT THE WORK. WE MEET MONTHLY WITH THE PHILANTHROPIC PARTNERS AND WE SURFACE THIS IDEA ABOUT TWO MONTHS AGO.

15:08:30 AND THEY EMBRACED IT WHOLEHEARTEDLY AS ALL 7 FUNDERS TO SEE IF WE MIGHT BE ABLE TO CONVENE ALL OF THE LEADERS IN THE AGING AND DISABILITY AND CARE GIVING COMMUNITIES. THIS GOES TO YOUR REPORT WHERE YOU TALK ABOUT THE COORDINATION AMONG THE STAKEHOLDER COMMITTEES. THERE WILL BE AN OPPORTUNITY FOR ALL OF THE COMMITTEES TO DO SOME PREWORK AND PRESENT THEIR PLATFORMS.

15:08:38 AND TO MEET AS A GROUP THAT MAY BE THE VERY FIRST TIME THAT MANY OF OUR STAKEHOLDER COMMITTEES ACTUALLY MEET TOGETHER IN-PERSON.

15:09:08 SO WE ARE VERY EXCITED ABOUT THIS. WE HAVE HAD APPROVAL FROM THE GOVERNOR'S OFFICE AND THE AGENCY TO PROCEED WITH PLANNING. WE WILL BE WORKING CLOSELY WITH YOU ON THE DESIGN OF THE PROGRAM AND WAYS TO ENGAGE MEANINGFULLY WITH TEMPLATES THAT WE CAN START WORKING WITH THE STAKEHOLDER COMMITTEES NOW SO THAT THEY CAN USE THEIR MEETINGS BETWEEN NOW AND SEPTEMBER 20TH ABOUT BUILD OUT THEIR PLATFORMS.

15:09:31 AND YOUR REPORT THAT WE JUST RECEIVED IS A GREAT FRAME TO BE ABLE TO SHARE THAT YOU HAVE IDENTIFIED THESE TWO AREAS OF FOCUS AND WE WILL BE ABLE TO PROVIDE SOME GENERAL GUIDANCE WITHOUT RESTRICTING INGENUITY AN CREATIVITY. I WOULD LOVE TO TURN IT OVER NOW TO CERETA WHO HAS BEEN KEY TO TALK MORE FROM THE FOUNDATION PERSPECTIVE.

15:10:07 >> YEAH. THANK YOU SO MUCH, SUSAN. KUDOS FOR SPEAR HEADING THE CONVERSATION AND MAKING THIS IMPORTANT SUGGESTION. SO I AM PERSONALLY VERY PLEASED TO SHARE THAT THE CALIFORNIA DEPARTMENT OF AGING ASKED THIS SCAN FOUNDATION TO SEE IF WE UTILIZE OUR NORMALLY FALL FORUM EVENT TO DO A 2022, A CONFERENCE ON AGING. I THINK THE TITLE TO BE DETERMINED.

15:10:36 AND I THINK THIS IS GOING TO BE FANTASTIC. THIS CONFERENCE WILL SERVE AS SUSAN HIGHLIGHTED, ENGAGEMENTS AND WORKING GROUPS AND GATHERING ALL OF THE PEOPLE AT THE MPA ASSOCIATED GROUPS AND THAT WE TALKED ABOUT EARLIER AND TALKING ABOUT HOW YOU THINK ABOUT ALIGNMENT, GOALS ACROSS THE COMMITTEES TO REALLY HELP I THINK DEVELOP AND OUTLINE THOSE CDA INITIATIVES AND DELIVERABLES OVER THE NEXT THREE TO FOUR YEARS.

15:11:06 SO WE ARE DELIGHTED TO REPURPOSE OUR FORUM EVENT TO MAKE THIS HAPPEN AND FOR THE STATE PARTNERS AND ASSIST WITH LOGISTICS ANYWAY WE CAN. THIS IS BEING JOINTLY FUNDED BY ALL THE MPA FOUNDATION PARTNERS. THEY ARE SUPPORTING THIS STATE-LED EVENT AND TO HAVE EQUAL CO-INVESTMENT CO-BRANDING IN THE EVENTS. THIS IS NOT JUST A SCAN FOUNDATION SPONSOR. I WANT TO HIGHLIGHT THAT.

15:11:15 AND AGAIN JUST MEETINGS ARE GOING TO BE UNDERWAY AS SUSAN MENTIONED TO REALLY DEVELOP THE MEETING DESIGN AND THE AGENDA.

15:11:26 I AM REALLY EXCITED, EXCITED TO HELP AND SUPPORT IN ANY WAY AND SUSAN, THANK YOU TO YOU AND YOUR TEAM FOR THE LEADERSHIP ON MOVING THIS FORWARD.

15:11:57 >> ABSOLUTELY. AND WE, ALSO, WILL INVITE OF COURSE THE GOVERNOR WILL BE INVITED, THE FIRST PARTNER WILL BE INVITED, CABINET MEMBERS WILL BE INVITED, OUR FEDERAL PARTNERS WILL BE INVITED, WE CAN'T COMMIT ANYBODY AT THIS POINT BUT WE WILL LOOK -- WE WILL CAST THE NET WIDELY TO MAKE SURE THAT THERE IS A GOOD TWO-WAY CONVERSATION SO THAT THOSE LEADERS GET TO SEE US AT WORK AND WE GET TO INFLUENCE THOSE LEADERS AS WELL.

15:12:08 SO MORE TO COME ON THAT. ANY INITIAL FEEDBACK, QUESTIONS ON THIS UNFOLDING CONVENING?

15:12:29 >> SUSAN, I HAVE A REQUEST. FOR EVERYBODY PUT ON YOUR CREATIVITY -- CREATIVE THINKING HATS. WE WOULD LOVE YOUR FEEDBACK ON A NAME FOR THE CONFERENCE THAT WEAVES IN AGING AND DISABILITY WITH AN EQUITY THEME. YEAH! JUST THINK THROUGH THAT.

15:12:41 >> I AM LOOKING TO SEE IF ANYONE HAS THEIR HAND RAISED. GREAT. ANDY, PLEASE.

15:13:01 >> FIRST THANK YOU SUSAN FOR RUNNING WITH THIS IDEA AND THANK YOU FOR HELPING WITH THE IDEA. PART OF MY GOAL IS TO GET THE FOLKS TOGETHER WHO WORK ON THE MASTER PLAN TO HAVE AN OPPORTUNITY TO COME TOGETHER IN-PERSON BECAUSE WE REALLY DIDN'T HAVE THAT OPPORTUNITY FOR MOST OF OUR TIME AND FOR ALL OF MY TIME ON THE ADVISORY COMMITTEE.

15:13:34 BUT ONE THING I JUST WANT US TO THINK ABOUT IS OUR FEDERAL PARTNERS AND I KNOW YOU ARE THINKING ABOUT THIS, SUSAN, BUT WE HAVE A HUGE CONGRESSIONAL DELEGATION IN CALIFORNIA. SO THERE MAY BE OPPORTUNITIES THAT WE LOOK AT AND TO NOT JUST LIMIT OURSELF TO STATE OFFICIALS BUT MAYBE GETTING SOME KEY FEDS, EITHER MEMBERS OF CONGRESS OR MEMBERS OF THE BIDEN ADMINISTRATION OR BOTH TO COME TO BE PART AND THINK ABOUT HOW THE FEDERAL GOVERNMENT CAN BE A STRONG PARTNER FOR CALIFORNIA

15:13:39 AROUND SOME OF THESE THEMES.

15:14:08 >> GREAT. WE WILL LEAN IN PEOPLE LIKE YOU WHO WORKED IN WASHINGTON AND OTHERS TO MAKE SOME OF THOSE CONNECTIONS FOR US. BUT ABSOLUTELY. WE HOPE TO HAVE REGION NINE OF CMS AND ADMINISTRATION ON COMMUNITY LIVING REPRESENTED AND MEMBERS OF THE CALIFORNIA CONGRESSIONAL DELEGATION AND LOOKING AT SEPTEMBER 20TH, ONE OF THE ADVANTAGES IS AT LEAST AT THE STATESIDE WE WILL KNOW WHERE THINGS STAND WITH THE BUDGET. WE WILL KNOW WHERE MOST LEGISLATION STANDS.

15:14:32 SO IT'S A REALLY GOOD JUMPING OFF POINT FOR THE NEXT ROUND OF INITIATIVES AND IT'S, ALSO, NOT TOO LATE THAT WE HOPE WE CAN BE INFLUENTIAL WITH NEXT JANUARY'S BUDGET. NOT SEEING ANY OTHER HANDS RAISED OR COMMENTS. YOU WILL ALL BE INVOLVED STARTING NOW. SO MORE TO COME ON THAT.

15:14:42 AT THIS POINT I WANTED TO TURN IT OVER TO SARAH STEENHAUSEN, WHO SARAH, YOU WERE WITH US AT THE LAST MEETING OF THE IMPACT COMMITTEE IN YOUR ROLE; IS THAT RIGHT?

15:14:44 >> IT WAS MY FIRST DAY.

15:15:03 >> YOUR FIRST DAY. THAT'S RIGHT [LAUGHTER]. WELL, SHE HAS COME SO FAR SO FAST! I AM SO HAPPY TO BRING SARAH BACK AND TO SHARE WITH YOU BECAUSE OF YOUR OVERSIGHT ROLE AS THE IMPACT COMMITTEE SARAH WILL PROVIDE A OVERVIEW OF WHERE HER DIVISION IS HEADED SO TAKE IT AWAY, SARAH.

15:15:20 >> GREAT. THANK YOU SO MUCH, SUSAN. IT'S AN HONOR TO BE HERE WITH ALL OF YOU TODAY. I WANT TO GIVE YOU A BRIEF UPDATE ON SUSAN SAID SOME OF OUR EMERGING INITIATIVES AND WHERE WE ARE IN BUILDING OUT THE WORK OF THE DIVISION OF AGING POLICY RESEARCH AND EQUITY BECAUSE IT'S SO CRITICAL TO THE MASTER PLAN.

15:15:34 SO I WANTED TO JUST START BY GIVING AN OVERVIEW OF THIS DIVISION. AND ITS KEY OBJECTIVE IS ADVANCING THE POLICY, RESEARCH AND EQUITY IN ALIGNMENT WITH THE MASTER PLAN FOR AGING.

15:15:34 .

15:16:12 WE TO APPLY AN EQUITY LENS THAT ELEVATES OLDER ADULTS, PEOPLE WITH DISABILITIES AND CARE GIVERS ACROSS PROGRAM POLICY AND RESEARCH EFFORTS. WHAT IS IMPORTANT ABOUT THE WORK OF THIS DIVISION IS IT'S NOT LIMITED TO JUST THE CDA PROGRAMS INTERNALLY. OF COURSE, THEY ARE CERTAINLY A KEY PART OF IT. HOWEVER, WHAT IS SO EXCITING IS WE HAVE THE OPPORTUNITY, REALLY OUR SUCCESS IS IN HOW WE WORK WITH OTHER PARTNERS ACROSS THE STATE WITHIN CAL-HSS AND OTHER STATE AGENCIES AS WELL AS THE STAKEHOLDERS

15:16:30 AND STAKEHOLDER ENGAGEMENT IS USUAL A A KEY ELEMENT AND OTHERS AND OUR KEY PARTNERS BEING REAL PEOPLE. HOW DO AS WE DISCUSSED TODAY HOW TO ASSESS THE IMPACT THAT SYSTEM CHANGE IS HAVING ON THE PEOPLE THAT ITS INTENDED TO.

15:16:54 AND THAT'S REALLY SUPPOSED TO FOCUSING ON ROOTING OUR EFFORTS IN EQUITY. SO IF YOU WANT TO TURN TO THE NEXT SLIDE, THE WAY THAT OUR TEAM IS BEING BUILT OUT, RIGHT NOW IT'S A TEAM OF THREE, IT'S MYSELF, AMANDA AND ROBERT AND WE ARE BUILDING OUT FOUR OTHER TEAMS IN THIS DIVISION.

15:17:14 FIRST OUR WORKFORCE TEAM FOCUSING ON LEADING EFFORTS IN THE DEPARTMENT ON THE HOME AND COMMUNITY-BASED SERVICES SERVICE PLAN TO UTILIZE SOME OF THE WORKFORCE DOLLARS TO DEVELOP TRAINING AND STIPENDS IN THE WORKFORCE IN PARTNERSHIP WITH OUR OTHER STATE PARTNERS.

15:17:25 WE WILL BUILD OUT A POLICY TEAM WITH POLICY LEAD AND SOME POLICY ANALYST TO MOVE FORWARD ON THE RANGE OF ISSUES THAT IMPACT THE MASTER PLAN ISSUES.

15:17:49 WE ARE GOING TO BE LOOKING AT DEVELOPING A RESEARCH TEAM IN THE NEAR FUTURE WE WILL BE RECRUITING FOR A RESEARCH DATA MANAGER TO LEAD THE EFFORT AND PARTNERSHIP WITH THE REST OF THE DAPRE TEAM AND FINALLY AND VERY IMPORTANTLY AND WE ARE SO EXCITED TO BUILD OUT AN EQUITY TEAM WITH A CHIEF EQUITY OFFICER AND TRIBAL LIAISON.

15:17:50 A.

15:18:12 WE HOPE TO START RECRUITING WITHIN A MONTH OR SO FOR THAT POSITION AND ALL OF THIS TOGETHER, I THINK IT'S A KEY FOCUS RIGHT NOW IS BUILDING OUT OUR TEAM. I THINK THAT OUR FIRST HIRE, NEXT HIRE WILL BE THE WORKFORCE LEAD. WE ARE REALLY EXCITED ABOUT THAT. HOPEFULLY, CERTAINLY BY THE NEXT IMPACT ADVISORY COMMITTEE MEETING YOU WILL BE ABLE TO MEET THAT INDIVIDUAL.

15:18:42 SO IF YOU WANT TO TURN TO THE NEXT SLIDE, I WANTED TO GIVE YOU AN UPDATE ON A RECENT EFFORT THAT WAS LAUNCHED THAT IS IN ALIGNMENT WITH GOAL AND INITIATIVE IN THE MASTER PLAN TO LAUNCH AN AGING AND DISABILITY RESEARCH PARTNERSHIP WITH ACADEMIA, STATE-LEVEL LEADERS AS WELL AS PHILANTHROPY AND WE ARE SUPER PROUD THAT WE HAD OUR FIRST CONVENING LAST TWO WEEKS AGO AND IF YOU WANT TO GO TO THE NEXT SLIDE TO TELL YOU ABOUT THE RESEARCH PARTNERSHIP.

15:18:55 I THINK THAT WHY THIS IS SO IMPORTANT IS WE ARE TRYING TO GIVE POLICY TO BE ROOTED IN RESEARCH AND AT THE SAME TIME WE ARE TRYING TO HAVE RESEARCH BE ROOTED IN SOME POLICY.

15:19:13 SO THAT WE DON'T HAVE A DISCONNECT BETWEEN DATA AND THE ACTUAL EXPERIENCE OF THE PEOPLE WHO ARE UTILIZING THE PROGRAMS AND SERVICES. SO THIS IS AN EFFORT TO ADVISE AGE DISABILITY AND EQUITY-FOCUSSED RESEARCH IN LINE WITH THE MASTER PLAN ON AGING.

15:19:23 WE ARE LOOKING TO OUR PARTNERS TO ADVISE ON THE KEY PERFORMANCE INDICATORS FOR THE DATA DASHBOARD FOR AGING AS YOU ALL KNOW THAT IS SOMETHING WE ARE SUPER PROUD UP BUT WE KNOW IT'S JUST BEGINNING.

15:19:42 WE HAVE A LOT OF WORK TO CONTINUE BUILDING IT OUT AND TO PARTICULARLY FOCUS ON EQUITY AND GATHER THE DATA AND INDICATORS THAT WE NEED AND TO THE MASTER PLAN AND TO ASSESS WHERE WE HAVE GAPS AND WHERE WE NEED TO BUILD OUT FURTHER DATA.

15:20:09 AND WE REALLY THINK THAT THIS COULD -- IF YOU CAN GO BACK, PLEASE -- MODEL AND EQUITY RESEARCH PARTNERSHIP IS ONE OF THE FIRST OF ITS KIND BETWEEN ACADEMIA AND PHILANTHROPY AND SERVE AS A MODEL FOR OTHER STATES. WE ARE EXCITED ABOUT THAT AND I THINK THE IMPORTANT THING IS THAT THE WORK OF THIS PARTNERSHIP WILL REALLY ENGAGE WITH ALL OF THE STAKEHOLDER ADVISORY COMMITTEES.

15:20:21 AND PARTICULARLY EQUITY, ENSURING THAT THE EQUITY ADVISORY COMMITTEE IS PLAYING A KEY ROLE ON HELPING TO RESEARCH ON DATA AND RESEARCH NEEDS THAT ARE ROOTED IN EQUITY.

15:20:31 SO THAT IS MY UPDATE AND HAPPY TO TAKE ANY QUESTIONS.

15:21:00 >> THANK YOU, SARAH. LOOKING FOR QUESTIONS HERE. ANYBODY WITH THEIR HAND RAISED WANT TO COMMENT? I AM NOT SEEING ANY. OKAY. IN CASE I MISS YOU, SOMETIMES THE LOGOS LOOK [LAUGHTER], ALL GOOD. ALL RIGHT. SARAH, THANK YOU FOR JOINING US. WE DO LOOK FORWARD TO MEETING YOUR NEW STAFF AT THE NEXT MEETING.

15:21:10 SO ON THIS SLIDE, WE ARE GOING TO HEAR A BIT FROM AMANDA AS OUR STAKEHOLDER ENGAGEMENT CONTINUES. AMANDA, YOU WANT TO WALK US THROUGH THE WEBINAR WEDNESDAY SERIES?

15:21:26 >> SURE. WE JUST WANTED TO REMIND EVERYONE AND GET ON YOUR RADAR THAT WE ARE FOCUSED ON ADDRESSING A LOT OF THESE KEY ISSUES IN THE MASTER PLAN FOR AGING THROUGHOUT THE REST OF THIS YEAR. THOSE AREAS THAT WE FOCUSED ON IN THE INITIAL INITIATIVES.

15:21:53 AND WE DID HAVE THAT MARCH 9 WEBINAR ON CALAIM COMMUNITY SUPPORTS. I THINK IT WAS OUR HIGHEST REGISTERED EVENT WE HAVE EVER HAD. THERE WAS A LOT OF INTEREST IN THAT TOPIC LEVERAGING AGING AN DISABILITIES PARTNERSHIP ON THE GROUND AND THE NEXT FEW MONTHS WE ARE GOING TO FOCUS ON ADVANCING AGE-FRIENDLY HEALTH SYSTEMS. THAT IS OUR NEXT WEBINAR.

15:22:16 WE, ALSO, WILL FOCUS ON ALZHEIMER'S AND DEMENTIA IN JUNE FOR THAT MONTH. UPLIFTING COMMUNITY ENGAGEMENT VOLUNTEER I AND FOCUS ON DATA AND EQUITY AND CONTINUE TO BUILD AS SARAH JUST SPOKE ABOUT AND CLIMATE CHANGE AND EMERGENCY PREPAREDNESS. WE WANT TO START TO BRING THAT TOPIC UP. BUBBLE THAT ONE UP AND HAVE THAT PLAY MORE OF A ROLE IN OUR COMMITTEES AS WELL.

15:22:17 WE.

15:22:42 A WEBINAR SPECIFICALLY FOCUSSING ON CLIMATE CHANGE AND EMERGENCY REPAIREDNESS AND BEST PRACTICES IN DISABILITY AWARENESS AND EMPLOYMENT. WE ARE DOING A LOT OF WORK AT THE STATE TO HELP IMPROVE HOW WE ACTUALLY DO OUR OUTREACH AND ENGAGEMENT TO IMPROVE OUR EMPLOYMENT PROCESSES. SO WE WILL HAVE SOME SUBJECT MATTER EXPERTS ON THAT PANEL JOINING US AND THEN IN NOVEMBER WE WILL FOCUS ON CARE GIVING, FAMILY AND FRIEND CARE GIVING.



15:23:27 THEN WRAP IT ALL UP, THE FIRST FEW YEARS AND WHAT IS THE PROGRESS ON THOSE THREE TOPICS. I HOPE YOU ARE ALL ABLE TO ATTEND THESE. I WILL KEEP SENDING EVERYONE EMAILS SPECIFIC WITH THE REGISTRATION LINKS AND THE INFO AND OF COURSE I DO WANT TO PLUG THAT IS IT NEXT WEEK? TWO WEEKS NOW, MAY 4 ADVANCING AGE FRIENDLY, WE WILL HAVE ZIA AS WELL AS DR. LAURA MOSQUITA JOINING US AND WE HAVE BEEN MAKING IT INTERACTIVE

15:23:43 WHO SHARE BEST PRACTICES AND Q&A TIME AND WE ARE REVISITING THAT WEBINAR SERIES AND TRYING TO BUILD ON IT AND MAKE IT MORE INTERACTIVE AND IT WILL, ALSO, FEED INTO NEXT YEAR'S TWO, THREE, FOUR YEARS OF PRIORITIES IN THE MASTER PLAN.

15:23:48 ALL RIGHT. PASS IT BACK TO SUSAN.

15:24:25 >> OKAY. THANK YOU. I SEE FERNANDO, PROFESSOR FERNANDO IS OFF TO A 3:30 CLASS. THANK YOU FOR LEADING US TODAY. BYE-BYE. THANK YOU FOR ALL THE COMMENTS IN THE CHAT. GOOD SUGGESTIONS FOR NAMING AND SEND US ANY OTHER THOUGHTS THAT YOU HAVE VIA E-MAIL AND WE WILL BE MEETING WITH THE FIRST PRELIMINARY MEETING IS THIS FRIDAY, I BELIEVE, TO START MAPPING OUT THE STRUCTURE.

15:24:26 ANDY, YES!

15:24:57 >> JUST ONE THOUGHT THAT I HAD FOR THE SUMMIT TO THINK ABOUT WHEN YOU THINK ABOUT KIND OF WHO MIGHT GET INVITED TO IT AND DIFFERENT SECTORS THAT YOU MIGHT WANT TO HAVE REPRESENTED. I THINK IT MIGHT BE INTERESTING TO THINK ABOUT KIND OF STORY-TELLERS WHO CAN HELP PEOPLE KIND OF LEARN ABOUT AGING THROUGH THE MEDIA, THROUGH THE ENTERTAINMENT INDUSTRY AND OTHER FORMS OF STORY-TELLING.

15:25:16 SO THAT'S JUST A DISCIPLINE THAT WE DON'T ALWAYS HAVE AT THE TABLE BUT I FEEL LIKE CALIFORNIA TELLS STORIES ABOUT AGING FOR THE WHOLE WORLD AND THINKING ABOUT WHO IS TELLING THOSE STORIES AND WHERE THE MESSAGES AND IS THERE AN OPPORTUNITY FOR US TO ENGAGE THAT SECTOR WITHIN CALIFORNIA IN THE YEARS TO COME.

15:25:42 AND THE OTHER SECTOR THAT I THINK IS WORTH THINKING ABOUT IS THE TECH SECTOR AND THE INNOVATION THAT GOES ON THERE. THERE IS A WHOLE GROUP OF FOLKS IN THE TECH INDUSTRY THAT ARE FOCUSED ON HUMAN-CENTERED DESIGN AND ACCESSIBILITY AND I THINK GETTING THEM THINKING HARD ABOUT HOW TO LEVERAGE TECHNOLOGY TO HELP PEOPLE LIVE INDEPENDENTLY. THOSE TWO PLEASE KIND OF GROUPS OF PEOPLE WOULD ADD VALUE, I THINK, TO THE SUMMIT.

15:25:48 BUT THEY WERE NOT NECESSARILY HEAVILY ENGAGED IN OUR STAKEHOLDER PROCESS FOR DEVELOPING A PLAN. SO I JUST PUT THAT OUT THERE.

15:26:18 >> GREAT SUGGESTIONS. THANK YOU! ALL RIGHT. ANYONE ELSE WITH THEIR HANDS UP? OKAY. SO MY CLOSING THOUGHT BEFORE WE OPEN IT TO PUBLIC COMMENT. I JUST WANT TO THANK YOU ALL SO MUCH. EACH OF YOU ARE LEADERS IN YOUR OWN RIGHT AND I KNOW YOU HAVE YOUR OWN ORGANIZATIONS THAT ARE GOING THROUGH CHANGE RIGHT NOW, RETURNING TO WORK AND HYBRID WORK AND REMOTE WORK.

15:26:52 I KNOW IT'S A VERY EASY SEASON LEGISLATIVELY AND WITH THE BUDGET. I KNOW MANY OF YOU HAVE BEEN IMPACTED WITH NEW DOLLARS, TOO, THAT YOU ARE MOVING THROUGH YOUR ORGANIZATION AND I KNOW YOU HAVE STEPPED UP TO HELP WITH COMMUNICATION AROUND

VACCINES. SO LOOKING AT ALL OF YOU, IT'S NOT JUST THE IMPACT COMMITTEE THAT YOU ARE LEADING ON. YOU ARE LEADING IN YOUR ORGANIZATIONS, COMMUNITIES AND NATIONALLY.

15:27:20 WE APPRECIATE SO MUCH THE TIME YOU GIVE TO THIS GROUP, THE THOUGHTFULNESS THAT YOU PUT INTO THE REPORT, THE TIME IT TOOK TO PREPARE THAT SO THAT WE CAN KEEP THE MOMENTUM GOING. I KNOW YOU HAVE A PLAN TO DISSEMINATE THAT YOURSELVES AND WIDELY WE APPRECIATE THAT SO MUCH AND THAT'S REALLY A MESSAGE THAT AS WE MOVE FORWARD WITH YOU SORT OF AT THE HELM OF ALL OF THE STAKEHOLDER GROUPS REALLY LOOKING AT HOW ALL OF OUR STAKEHOLDER GROUPS

15:27:47 CAN BE MORE ENGAGED THOUGHT PARTNERS WITH US AND WE ARE REALLY EXAMINING HOW THESE MEETINGS FUNCTION IN TERMS OF WE CAN ALWAYS BRING IN EXPERTS AND WE CAN DO LOTS OF POWERPOINTS AND HAVE SLIDES AND BUT THE PEOPLE THAT ARE ASSEMBLED AROUND ALL OF THESE TABLES HAVE SO MUCH EXPERTISE AND WISDOM AND CONNECTIONS TO THEIR COMMUNITIES THAT WE WANT TO HEAR MORE FROM THE STAKEHOLDERS THAN THEY HEAR FROM US.

15:28:07 SO WE WILL BE LOOKING AT HOW WE CAN DO THAT MORE EFFECTIVELY. WE WELCOME YOUR THOUGHTS. THIS IS A LITTLE LABORATORY FOR DOING THAT. TODAY WAS A GREAT EXAMPLE WHERE IF WE DID A RATIO, WE WANT TO HAVE MORE IMPACT COMMITTEE MEMBERS SPEAKING THAN STATE OFFICIALS IN THESE MEETINGS GOING FORWARD.

15:28:45 SO I THINK WE DID THAT THANKS TO YOUR GREAT PRE-WORK. SO THANK YOU FOR YOUR CONTINUED SUPPORT AND LEADERSHIP DURING OUR TIME TOGETHER AND, ALSO, NOT OUR TIME TOGETHER. WE KNOW THAT YOU ARE ALL CHAMPIONS FOR THE MASTER PLAN AND THE RECOMMENDATIONS AND INITIATIVES AND I PUT IN THE CHAT WE SO APPRECIATED THE OPED THAT NANCY AND SERITA DID A MONTH OR SO AGO AND WE HOPE TO HAVE MORE OPPORTUNITIES WHERE WE CAN SUPPORT YOU IN DOING ACTIVITIES LIKE THAT.

15:29:06 SO JUST THANK YOU. WE ARE ENORMOUSLY GRATEFUL FOR YOU AND YOUR TIME. AND WE HAVE TWO QUESTIONS IN THE Q&A. WE WILL OPEN IT NOW, MARIA, IF WE CAN TO PUBLIC COMMENT. THANK YOU! I WILL LET YOU TAKE IT FROM HERE.

15:29:35 >> THANKS, SUSAN. WE HAVE A COUPLE OF COMMENTS IN THE Q&A. I THINK JILLIAN RICE HAD TO HOP OFF. THESE ARE FOCUSED ON COMMUNICATION AND THERE ARE SOME SUGGESTIONS THERE. THE FIRST COMMENT IS FROM LIZ, WHO IS ASKING HOW DO WE GET THE INFORMATION ABOUT THE MASTER PLAN FOR SENIORS AND THOSE WITH DISABILITIES AND HOW DO WE GET THE EXPERIENCES WITH OLDER ADULTS DON'T TRUST UNKNOWN INTITIES.

15:30:01 SECOND COMMENTS IS FROM CHERYL WHO RECOMMENDS LOOKING AT THE DATABASES AT VARIOUS CALIFORNIA CENSUS EFFORTS AND SINCE 1999, THE CALIFORNIA COMMISSION -- MAYBE THAT'S NOT CALIFORNIA COMMISSION, CCC USED INNOVATIVE METHODS TO CONDUCT OUTREACH AND HARD TO REACH COMMUNITIES INCLUDING ETHNIC COMMUNITIES, HOMELESS COMMUNITIES, ET CETERA.

15:30:53 THEY NOT ONLY USED TRUSTED CBO MESSENGERS AND SHE SHARED A LINK TO THE CENSUS THERE. I SEE ONE HAND RAISED AND WE WILL OPEN YOUR LINE IN CASE YOU HAVE ADDITIONAL INFORMATION TO SHARE. WE WILL GIVE YOU A MINUTE TO UNMUTE YOURSELF IF YOU WOULD LIKE TO JUMP IN. OKAY. ANYBODY ELSE HAVE QUESTIONS OR COMMENTS? FEEL FREE TO RAISE YOUR

HAND AND USE THAT Q&A AND WE WILL READ YOUR COMMENTS OR QUESTIONS ALLOWED. IF YOU ARE JOINING US BY PHONE PRESS STAR 9 TO ADD YOU TO THE QUEUE.