

The purpose of this document is to provide the public with the goals, proposed services and strategies for FY 2024-2028. The FY 2024-2028 formal plan was submitted to the Board of Supervisors for approval on April 23, 2024.

This is an annual update for the period of May 1, 2025 to May 1, 2026, to satisfy the submission for FY 26-27. The delivery of programs and services in FY 2026-2027 is contingent upon the availability of funds from all sources (Federal, State and County).

## WHO ARE WE?

The Ventura County Area Agency on Aging, a division of the Human Services Agency (HSA) is the principal agency that addresses issues that relate to older adults, people with disabilities, and their caregivers. In addition to providing several direct programs, we also develop, enhance and maintain community-based systems of care that provide services, which support independence and protect the quality of life of older persons and persons with functional impairments. We also promote citizen involvement in the planning and delivery of services for Ventura County's older population, people with disabilities, and their caregivers. We accomplish these objectives through a network of education, advocacy, problem-solving, program planning and service delivery, and by utilizing a variety of funding sources.

Our governing body is the Ventura County Board of Supervisors. The Board of Supervisors set policy, determine funding, and approve the strategic plan and its submission to the California Department of Aging. Additionally, Ventura County has a 39-member Advisory Council that provides input on priorities for programming. The Advisory Council is made up of representatives from each city, Board of Supervisors representatives, service provider representatives, focused population representatives and members of the California Senior Legislature.

## WHOM DO WE SERVE?

We provide services to:

- Older adults 60 years of age and older
- Persons with disabilities
- Unpaid caregivers

Services provided are dependent upon the funding requirements as well as program eligibility.

Our goal is to target our services to those in need and to make sure that our program participants mirror the composition of the community we serve. According to California Department of Aging the current total population of people over the age of 60 in Ventura County is 210,793. By the year 2030 there is an expected increase of older adults 60+ by 30 percent.

Of these 210,793\* individuals:

- 7,745 are non-English speakers
- 83,900 are minorities
- 20,890 have incomes below the federal poverty level
- 38,273 are Medi-Cal eligible
- 7,017 are geographically isolated
- 6,724 are aged 65 or older and SSI/SSP eligible
- 69,109 are older than 75
- 36,890 live alone

Our demographics are like the state averages but reflect a less diverse and slightly more affluent population.

Priority Categories	Ventura County N=210,793	State of California N=9,214,840
Minority 60+	40%	52%
Low-income 60+	10%	13%
Medi-Cal eligible 60+	18%	26%
Geographic isolation 60+	3%	7%
SSI/SSP 65+	3%	6%
Population 75+	33%	33%
Lives alone 60+	18%	18%
Non-English-speaking 60+	4%	5%

\* Data collected from CDA Population Demographic Projections

## OUR GOALS ARE SIMPLE

1. Provide resources and services
2. Increase awareness of programs and services

We plan to accomplish these measurable goals in FY26-27 and beyond through providing direct services as well as contracting with other community-based organizations. Our goals contain strategies to include opportunities for collaboration and capacity building as well as to identify and address emerging needs and issues of the population we serve. The projected start date for all activities is July 1, 2026, which will run through June 30, 2027. HSA-AAA is in compliance with the specific requirements that Title IIIB funds are allocated appropriately.

## OUR PRIORITIES

During a strategic planning session held by the Advisory Council in January 2024 and reaffirmed May 2025, the following programs and efforts have been reaffirmed as priority objectives that:

1. Help older adults maintain their independence and ability to live at home.
2. Protect older adults living in long-term care facilities.
3. Provide home-delivered meals.
4. Provide health insurance information and system navigation through unbiased counseling.
5. Provide evidence-based classes that help prevent falls.
6. Provide congregate meals.
7. Prevent abuse and protect the rights of older adults to include case management for those that have been abused.
8. Provide transportation.
9. Provide family caregiver with information and assistance about available resources.
10. Provide emergency food.
11. Communicate to the public who we are, the services we provide, and the resources available.

This means that although all the objectives listed below are important, as are the additional strategies and activities to be undertaken to meet these goals, additional efforts that may include staff time and resources will be focused on these priorities.

<b>Goal 1</b> Provide resources and services to older adults, people with disabilities, and their unpaid caregivers that promote optimal well-being with an emphasis on wellness, safety, and community livability.					
#	Category and Narrative for Objective	# of service units	# of people served	Source of Funding	Update Status – New, Same, Decrease, Increase or Eliminated
1	Transportation – provide transportation to ensure older adults and persons with disabilities have access through accessible transportation to fully participate in the community.				
	For persons aged 60 and older, provide one-way trips to/from congregate meal sites	3,175	1,697	Title IIIB	Same
	Provide one-way trips for non-emergency medical appointments, shopping, etc.	60,000	4,500	Title IIIB, VCTC	Same
2	Food and Nutrition – provide meals, supplemental food, nutrition counseling and education to ensure that older adults have access to nutritional meals, fresh fruits, and vegetables; as well as information to make healthy choices.				
	Congregate meals	62,471	2,300	Title IIIC1-NM	Same
	Home-delivered meals	132,965	2,000	Title IIIC2-NM	Same

	Nutrition Counseling (sessions)	320	320	Title IIIC	Same
	Nutrition Education (sessions)	8	70	Title IIIC	Same
	Provide education and promote physical activity (classes)	85	85	CalFresh Healthy Living	Funding Source Ended
3	Health, Fitness and Fall Prevention – provide evidence-based physical fitness classes to promote health and prevent falls. Additional help will be made available to older adults who have already experienced a fall.				
	Short-term case management for individuals that have fallen. Referrals come from emergency response and emergency department staff for people 65+ in Ojai, Ventura, Oxnard, Port Hueneme, and Camarillo	70	70	COV	Funding Source Ended
	Provide Evidence-Based Classes (Classes include Tai Chi: Moving for Better Balance, Stepping On, A Matter of Balance and Walk with Ease) (Arthritis Foundation)	5,500	300	Title IIID	Same
4	Family Caregiver Services – provide programs and services to assist unpaid, informal caregivers, including older adults (such as grandparents) aged 55 and older raising children aged 18 and younger (such as grandchildren).				
	Caring for older adults:				
	Caregiver Access Assistance: Information and Assistance and case management	6,748	245	Title IIIE	Same
	Caregiver Information Services	20	800,000	Title IIIE	Same
	Caregiver Support Services: support groups, training, and counseling (hours)	1,998	565	Title IIIE	Same
	Caregiver Respite Services: in-home, out of home overnight care and out-of-home day care (hours)	2,296	180	Title IIIE	Same
	Caregiver Supplemental services: home modifications, assessments, assistive technology (occurrences)	210	86	Title IIIE	Same
	Caring for the children (grandparents raising grandchildren)				
	Caregiver Access: Information and Assistance and case management	80	40	Title IIIE	Same

	Info services: public information activities and community education (events)	10	5,000	Title III E	Same
	Support services: support groups and training (hours)	0	0	Title III E	Same
5	Maintaining Independence – Providing access to programs and services that foster independence and help older adults remain at home				
	Case management for older adults (hours)	1,872	220	Title III B-OM	Same
	Long-term case management for other specialized populations	N/A	445	Medi-Cal, MHSA	Transferred
	Personal Care (hours)	971	25	Title III B	Same
	Homemaker Services (hours)	1,047	25	Title III B	Same
	Chore Services (hours)	962	20	Title III B	Same
	Residential repairs/modifications	34	34	Title III B	Same
	Material aid	34	34	Title III B	Same
	Mental Health Counseling	86	86	Title III B	Same
	Short Term Service Coordination	12,500	12,500	ADRC	Same
	Options Counseling	21,000	21,000	ADRC	Same
	Transitions	50	50	ADRC	Same
6	Socialization/Prevention of loneliness and isolation – providing services to reduce isolation and provide a human connection for older adults with few or no connections in the community, to alleviate depression and health concerns of those living alone and to provide a check in on older adults at-risk of losing their independence.				
	Peer counseling (hours)	616	375	Title III B	Same
	Telephone reassurance (contacts)	2,236	275	Title III B	Same
7	Prevention of Abuse and Protection of Rights of Older Adults – provide programs and services that protect the rights and property of older adults and protect them from abuse.				
	Legal assistance regarding public benefits, landlord-tenant disputes, housing rights, elder abuse, powers of attorney, consumer finance, and creditor harassment, and consumer fraud and warranties	1,400	800	Title III B, CHA/SMP	Same
	Community education events on rights and benefits	4	125	Title III B	Same

	Financial Abuse Specialist Team (FAST) to provide training to professionals	8	88	Title VIIB	Same
	Provide Legal Information for Elders (“LIFE”) workshops for older adults.	8	80	Title VIIB	Same
	Ombudsman Program strives to ensure the rights and well-being of individuals residing in long-term care facilities and board and care facilities, in Ventura County. Complaint resolution rate.	99%	N/A	OMB Title IIIB	Same
8.	Housing – connect people in need of housing with those willing to share their housing.				
	Referrals to other organizations for services	600	600	COV	Transferred
	Matching home seekers with home providers	40	40	COV	Transferred
	Match introduction – refer home seekers to home providers	100	100	COV	Transferred
	Assistance in locating adequate housing through referral or placement.	28	28	COV	Transferred
Strategies to support the goal and objectives under this category:					
<ol style="list-style-type: none"> <li>1. Advocate for affordable housing for older adults and connecting housing and transportation in developing long-range planning around housing.</li> <li>2. Maintain VCAAA webpage related to transportation options and other critical services.</li> <li>3. Continue attendance on the Citizens Transportation Advisory Committee to advocate for the transportation needs of older adults and persons with disabilities.</li> <li>4. Advocate for the development of strategies and collaborations that will ensure services and safe living options for homeless seniors in Ventura County, including veterans, and people with disabilities.</li> <li>5. Advocate for and develop strategies to address housing and transportation issues that impact older adults and persons with disabilities and examine other factors that contribute creating livable communities.</li> <li>6. Encourage the creation of a multi-generational housing incorporating universal design.</li> <li>7. Continue to advocate for the employment, training and job placement needs of older adults through participation on the Workforce Development Board and with the Advisory Council Workforce Committee and Senior Committee Service Employment Program.</li> <li>8. Collaborate with public agencies and other stakeholders on a strategy for disaster planning and health emergencies.</li> <li>9. Continue leadership of Dementia Friendly Ventura County which includes developing strategies to generate awareness, identify and engage key stakeholders, and develop a long-range action plan to identify and address issues relevant to Ventura County residents.</li> <li>10. Continue participation on the Elderly Fall Prevention Coalition.</li> <li>11. Collaborate with community-based organizations, including the Ventura County Hospital to Home Alliance, to advocate for mental health and substance abuse programs that serve older adults (aged 60+); and for staff training in geriatrics.</li> <li>12. Investigate developing a volunteer program for retired social workers to increase the reach in the community for those in need of case management.</li> </ol>					

**Goal 2** Increase awareness of programs and needs that support Ventura County’s older adults, people with disabilities, and their unpaid caregivers to include providing tools, classes and assistance with enrollment.

#	Category and Narrative for Objective	# of service units	# of people served	Source of Funding	Update Status – New, Same, Decrease or Increase or Eliminated
1	Information and Resources – provide easy, uniform and streamlined access to a broad array of services, supports and advocacy for older adults, adults with disabilities and their family caregivers.				
	Provide Information, assistance, and referrals to include following up.	50,000	50,000	Title IIIB-ADRC-OM	Same
	Provide outreach – one on one contact and/or virtual contact to connect to services at 175 events	10,000	10,000	Title IIIB	Same
	Provide Medicare enrollment assistance including assistance with Medicare Part D comparisons through the Health Insurance Counseling and Advocacy Program	6,400	2,499	HICAP	Same
	Provide benefit enrollment assistance in public programs	6,100	4,200	HICAP, ADRC	Same

Strategies to support the goal and objectives under this category:

1. Continue to monitor the growth of the non-English speaking communities and develop resource materials to serve those individuals as needed. This includes working with community-based organizations to revise and update an inventory of service providers who speak and provide services in languages other than English in FY 2024-2028.
2. Continue participation on the LGBT Aging Coalition, which is under the auspices of VCAAA, and work with older adults who identify as being Lesbian Gay Bisexual Transgender (LGBT) to increase awareness of the unique needs of LGBT older adults, including but not limited to residents in long-term care facilities.
3. Continue to manage the Aging and Disability Resource Network, which consists of community-based service providers who represent the interests of older adults and persons with disabilities in Ventura County. This includes working with Aging and Disability Resource Network members to identify service gaps, community awareness of the needs, coordination, and integration of services, create opportunities for collaborations and problem sharing.
4. Promote optimal aging by adding a link to optimal aging information, continuing the optimal aging awards, and pursuing funding for other projects such as photo and story contests.
5. Continue outreach related to VCAAA services and programs.

**SENIOR CENTERS AND FOCAL POINTS**

**COMMUNITY FOCAL POINTS LIST**

CCR Title 22, Article 3, Section 7302(a)(14), 45 CFR Section 1321.53(c), (Older Americans Act Reauthorization Act of 2020, Section 306(a) and 102(21)(36))

<b>Designated Community Focal Point</b>	<b>Address</b>
<b>County of Ventura Area Agency on Aging</b>	4651 Telephone Road Ventura, Ca. 93003  855 Partridge Ave. Ventura, Ca. 93003
<b>Camarillo Health Care District</b>	3639 E Las Posas Road #117 Camarillo, CA 93020 805-388-1952 x 168
<b>Conejo Valley Senior Concerns</b>	401 Hodencamp Rd. Thousand Oaks, CA 91362 805-497-0189

<b>Fillmore Active Adult Center</b> Managed by City of Fillmore	535 Santa Clara Avenue Fillmore, CA 93015 805-524-3030
<b>Moorpark Active Adult Center</b> Managed by City of Moorpark	799 Moorpark Avenue Moorpark, CA 93021 805-517-6261
<b>HELP of Ojai/Little House</b> A nonprofit organization	370 W. Baldwin Rd. Ojai, CA 93023 805-646-5122
<b>Wilson Senior Center</b> Managed by City of Oxnard	350 North C street Oxnard, CA 93030 805-385-8028
<b>Colonia Senior Center</b> Managed by City of Oxnard	197 North Marquita Street Oxnard, CA 93030 805-385-7970
<b>Palm Vista Senior Center</b> Managed by City of Oxnard	801 South C Street Oxnard, CA 93030 805-385-8163
<b>Port Hueneme Senior Center</b> <i>Aka Orvene S. Carpenter Community Center</i> Managed by City of Port Hueneme	550 Park Ave Port Hueneme, CA 93041 805- 986-6542
<b>Santa Paula Senior Center</b> Managed by City of Santa Paula	530 West Main Street Santa Paula, CA 93060 805-933-4226
<b>Simi Valley Senior Center</b> Managed by City of Simi Valley	3900 Avenida Simi Simi Valley, CA 93065 805- 583-6363
<b>Goebel Adult Community Center</b> A collaboration of City of Thousand Oaks & Conejo Recreation & Park District	1385 E. Janss Road Thousand Oaks, CA 91362 805- 381-2744
<b>Ventura Avenue Adult Center</b> Managed by City of Ventura	550 N. Ventura Avenue Ventura, CA 93001 805- 648-3035