



2022-2024 Dane County Aging Plan

Goals Feedback



Representing	Name	Title	Comment
Aging Plan Advisory Council	Sally Jo Spaeni	Madison Senior Center Manager	<p><i>Love the direction your goals are going.</i></p> <p>AAA Staff Response: Thank you—your partnership is deeply appreciated!</p>
AAA Staff	Jane De Broux	Caregiver Specialist	<p><i>On page 32, the Caregiver Support Goal for Caregivers of Color states it will be measured by a self-assessment survey. Actually this is a staff-administered program evaluation rather than a self-assessment survey. It's the one our interns have made calls on in the past and I will be making them this year. The form comes from the state, and we will be adding questions to gain any additional needed information.</i></p> <p>AAA Staff Response: Changed goal to reflect a staff-assessment survey</p>
Aging Plan Advisory Council	Laurie Horton	Middleton Outreach Ministry	<p><i>I would like to collaborate on the transportation goals.</i></p> <p>AAA Staff Response: Thank you—your input will be valuable!</p>
AAA Legislative/Advocacy Committee	Faisal Kaud	Diversity Work Group	<p>Advocacy & Community Engagement Goal— Training and Representation, Strategies:</p> <ul style="list-style-type: none"> • Offer 12-16 hours of Senior Advocacy Training...ADD “including the role of POC & LGBTQIA+ representation on the AAA Board & Committees” • Legislative /Advocacy Committee... ADD “and recruits POC & LGBTQIA+ members to serve on the AAA Board & Committees” <p>AAA Staff Response: This was added to the draft.</p>
AAA Legislative/Advocacy Committee	Faisal Kaud	Diversity Work Group	<p>Local Priority & Community Engagement Goal— POC & LGBTQIA+ Older Adults, Strategies:</p> <ul style="list-style-type: none"> • Support department level efforts to expand the reach of marking about aging services ADD “and recruitment of POC & LGBTQIA+ older adults to serve on the AAA Board & Committees” <p>AAA Staff Response: This was added to the draft.</p>

The Hmong Institute	Mai Zong Vue	Board President [Note: also a member of the AAA Legislative/ Advocacy Committee]	<p><i>Thanks for sharing! The racial equity in the 2022-2024 Plan has Latinx but it does not include Hmong or SEA community. Is this this because SEA is not currently in the AAA system? Thanks for your continuing support!</i></p> <p>AAA Staff Response: The goals in the plan do not represent all of the efforts we plan to engage in during the plan period. We were required to have the racial equity goal link to one of our program areas. These goals do not include programs we already support toward this goal, like the Hmong meal site for which we use Older American Act Title III C-1 to fund. We will continue to support that program during the plan period.</p> <p>One area we sought to include the Hmong older adults was in our efforts to provide high level, evidence-based health promotion programs approved by the Federal ACL unit. We researched, and there were none of these programs available in Wisconsin through the Wisconsin Institute on Health Aging (WIHA), the entity that provides training in the high level evidence-base programs for falls prevention or chronic disease self-management. Our first thought was the Hmong population. Since they do not have these programs available in Hmong, we cannot get leaders trained. We have advocated for WIHA to bring such program leader training to Wisconsin; however, it is not available at this time and could not be a Healthy Aging goal under that funding. When leader training does become available is it an area we will focus on immediately.</p> <p>As for supportive services, we are currently advocating for the County Executive to include diversity and inclusion programming funding in the 2022 budget for Hmong older adults living outside of the City of Madison. We remain hopeful this funding will be granted and thus we will be going in that direction during 2022-2024 through an RFP process.</p> <p>You might have noted the Caregiver goal does focus on all Persons of Color that are caregivers. That goal will seek to be able to pay relative caregivers to provide care for their POC older adults, to include the Hmong population. As this goal is achieved throughout the goal period, it is hoped that the strategy deployed would pertain to Hmong caregivers as well as Latinx and Black/African American caregivers.</p>
AAA Board	Melissa Radcliff	AAA Board Chair and County Board Supervisor	<p><i>Are we working with Olivia Parry on the housing aspect of "Housing being a top issue."?</i></p> <p><i>Were you aware UW Extension has a program regarding financial and money management for underrepresented populations that I think is a fairly new program. Maybe there is a way to partner with UW Extension on this type of programming.</i></p> <p><i>Lastly, at the County Board we recently had a presentation by the "Center for Court Innovation on the Community Justice Center Initiative Needs Assessment." (Agenda link and video) At the end, Supervisor Andrae asked for clarification about the services and basically the take away I had was that the county has a lot of programs and services but not a lot of coordination or knowledge about the services available. This seems to be an issue for AAA, too. We have so many programs but how to know about them or find them if</i></p>

			<p><i>you need them. Do we need a coordinator? Do we need to somehow put funds into education/ marketing of the programs?</i></p> <p>AAA Staff Response: Olivia Perry is the person leading the planning department's group on housing issues and her group is the one we refer to in our advocacy strategies, whereby we seek to put older adults on this stakeholder group to ensure the voice of older adult housing needs will be heard.</p> <p>While outside of the immediate scope of our plan goals, connecting our diversity program at NewBridge to the UW Extension resource is a good idea and one I will share with them to pursue since they have contact with the Latinx and Black community that could take advantage of this resource.</p> <p>Finally, with respect to marketing of services and programs, we agree this is an area that must be done; however, we learned that the ADRC and our transportation division both plan to do a marketing campaign in 2022-2023. Since AAA does not have the staff time or the resources to conduct a campaign on our own, we decided to contribute to those two campaigns to accomplish this task. What we do know is that until a service is needed, most do not seek information about all services available. So, marketing the ADRC is vital so they know where to turn for answers when needed.</p>
Aging Plan Advisory Council	Joy Schmidt	DCDHS APS/ Dementia Crisis Specialist	<p><i>Sorry I had to miss the planning meeting, but it looks like you have some really good goals. As I was reading the info about transportation, I wondered what your thoughts are for this. Having just been in NYC, we used Uber Black, I wondered if there is such a thing as Uber Gray? If not, I wondered if that would be a possible name for the program. I know they trained Uber drivers in MKE to be dementia friendly, these drivers would be age friendly and dementia friendly. Potentially it could be subsidized by the county, but there would also be a screening and higher expectation for the drivers? Uber Black requires that all of their drivers meet a high standard of service. Their cars are all higher end and they are black. (I don't think the cars for Uber Gray would need to be gray, but we could require the drivers meet a certain standard.) Here's a link: https://www.uber.com/us/en/drive/services/uberblack/</i></p> <p>AAA Staff Response: We will keep this concept in mind when exploring all options, thanks!</p>
AAA Board	Thom Rux	Also serves on AAA Nutrition/Wellness Committee	<p><i>Looks clear and comprehensive to me.</i></p> <p>AAA Staff Response: Thank you!</p>
Aging Plan Advisory Council	Cheryl Wittke	Safe Communities Director	<p><i>Looks good—we're in</i></p> <p>AAA Staff Response: Thank you!</p>
McFarland Senior Outreach Services	Lori Andersen	Director	<p><i>After reviewing the goals and strategies for the 2022-2024 Aging Plan, I would like to comment on the transportation goals. As the Director of an outreach area that is not served by Madison Metro, this seems to be the one area that a lot of seniors have concerns about.</i></p>

			<p><i>Giving up driving in the rural, or less urban areas is really a challenge. Utilizing mass transit is even more intimidating when you struggle with mobility, hearing or sight concerns. So even with a mobility trainer or a handicapped equipped bus, it is not viewed as a viable option. I like the idea of looking at on demand use, but realize that may be a lofty goal. I asked Jane Betzig at a meeting during COVID if she could identify where the Dane County transportation requests were coming from and going to most frequently. As you know, looking at who is utilizing current ride services including RSVP and the Transit rides would provide insight. However, I feel the majority of those that could benefit from newer options do not utilize any services due to the type, frequency, and availability. Certainly COVID has impacted all of that as well. Some data analysis would definitely be helpful in this situation. The data that was received from the transportation survey UW Milwaukee did would be good to utilize too as I have not seen anything compiled from that survey. Our Municipality has considered looking at collaborative options, perhaps with another village or town. So if it comes to exploring that more closely from a county perspective, I feel local municipalities may want a voice in any collaborations that would or could be sought.</i></p> <p>AAA Staff Response: Thanks for your comments regarding the transportation goals. This truly is a lofty goal. It was included as the most future (5-10 years) out need for older adults. This goal was developed because a future need of all older adults, regardless of where they live in Dane County, is to have the ability to go where they want and when they would like and for there to be an option available to take them there. It was developed beyond the needs of those currently taking transportation via any current providers. We are awaiting the data from the UW Milwaukee study, which will help inform solutions under this goal. To be successful, you are correct in assuming it will require input from all concerned, including individual municipalities.</p>
AAA Legislative/ Advocacy Committee	Jill McHone	Also Fitchburg Senior Center Director	<p><i>In some goals it is identified who will be doing the work or taking the lead within the strategies description. I think it would be helpful if a staff position (not person) is assigned to most strategies. This helps identify who does or at least takes a lead role. Also it could be a nice way to educate the general public and Board members of the responsibilities of each staff position.</i></p> <p><i>My other comment is related to #6. Could it be added, under strategies, that evidence-based programs for Latinx older adults be offered at no less than two Senior Focal Points outside of the city of Madison? I think that not only Fitchburg, but also Sun Prairie have large Latinx populations and maybe in the next year or so other communities with have more growth.</i></p> <p>AAA Staff Response: Thanks for your comments on the draft goals. I agree with your first point about strategies and identifying who is taking the lead on the effort by naming their position. We will update the strategies to reflect that.</p> <p>With respect to adding a qualifier that of the 5 total sessions offered by the end of 2024, at least 2 be conducted in locations outside of the City of Madison is very reasonable and can</p>

			<p>be added in the outcome of that goal area. I hesitate to be specific to any particular Focal Point or senior center. I would rather the commitment be to serve folks outside of the City of Madison at a trusted location that is most familiar to or trusted by the Latinx population in that area. It may well be the senior center, but I don't want to assume anything about where participants may or may not feel comfortable.</p> <p>Thank you again for sharing your thoughts in both areas and that the revisions made will largely address your concerns and intentions.</p>
AAA Board	Dr. Diane Farsetta	Also serves on AAA Access Committee	<p><i>Thanks for your and everyone's hard work on the county Aging Plan! Here are my questions and feedback:</i></p> <ul style="list-style-type: none"> • <i>Goal 1 - Consider adding a strategy about working in coalition with other affordable housing advocates, such as the Affordable Housing Action Alliance</i> • <i>Goals 2 and 3 - I'm wondering if/how public transit could contribute to these goals, especially with the new Bus Rapid Transit system in Madison. Strategies could include aligning activities with transit routes and offering "transit training," to make more people more comfortable with this option. Though that's not really an option outside of Madison...</i> <p><i>Not related to the goals/strategies, but I'm curious if the nutrition programs already do work with local farmers to source nutritious, fresh food in season, or if that could be a possibility in the future.</i></p> <p>AAA Staff Response: Thanks for your feedback on the goals. I think adding a strategy about working with other affordable housing advocates to ensure the needs of older adults are being met when considering new or existing affordable housing units in Dane County is a good one to add to goal one.</p> <p>For goal 2 and 3, we will be working with all transportation vendors, which will include transit in all discussions.</p> <p>With respect to the nutrition program, the catering (food portion of the meal) is procured via lowest bid with vendors by the catering companies. Some use local sources, while the majority of food procured is via larger food providers. Because this is a bid contract, we don't control it, but I do know if they offer the better price, they are selected. I do know most dairy and produce is through local sourcing at our largest caterer. Given the supply shortage and supply chain disruption at this time, we did not feel it was a good time to have that as a standalone goal.</p> <p>Thanks for your ideas and thoughts – they can only make our work better!</p>

<p>DCDHS Transportation Coordinator</p>	<p>Jane Betzig</p>		<p><i>I was requested to provide a response to the specific plan attached. I apologize for the short summary. STC Commission is aware of issues regarding individualized on-demand rides. Thank you for your consideration.</i></p> <p>Red Flags: Aging Plan Goal 3. Supportive Services and person centered Services Goal - Transportation Services.</p> <ol style="list-style-type: none"> 1. <u>Transportation Manager Expertise.</u> The strategies and plan development did not include input from the Dane County Transportation Manager, the county transportation expert. The transportation manager focuses on distribution of rides to a diverse population using diverse transportation programs maximizing funding availability. 2. <u>Population Served.</u> The goal is serving a specifically small population of Dane County residents, elderly who attend Focal points. At this time, under the group transportation service, all Focal Point area elderly, both ambulatory and non-ambulatory (whether they attend a focal point or not), have access to transportation to attend Nutrition sites (daily), Grocery shopping (twice per week), general shopping (once per week) and monthly activities (theatre, apple orchard, museums, etc.). This population receives adequate transportation service from funding sources. 3. <u>On Demand Transportation.</u> This is the most expensive transportation to provide. Transporting one rural elderly person in a wheel chair into Madison would cost \$180 to \$200 round trip. Example: Mazomanie to Madison round trip costs \$180. 4. <u>Reallocating Existing Funding.</u> Presently state and federal transportation funding serves a diverse population in Dane County: elderly, disabled, veterans, homeless, refugees, incarcerated individuals, unemployed individuals, etc. with diverse needs. Allocating funding for on-demand transportation for one very specific population (elderly) to attend any type of activity is not economical. Example: Using the present transportation system, NOT on-demand, to pick-up 4 elderly individuals (in the rural area/Mt Horeb) at their home and shuttling them to shopping (in town, not into Madison) and back would costs approximately \$120. In this system the driver assists individuals door to door and will carry groceries into their homes. Providing one on-demand transportation trip to 1 rural individuals to shop in town/Mt Horeb receiving curb to curb service with a will call return home and no grocery bag assistance would cost \$90 to \$100. Multiply this for 4 separate individuals and the total cost would be \$360 to \$400. Obtaining food is a fundamental need. Example: One on-demand rural Mt Horeb ride to a Madison movie theatre would cost \$90 to \$100. Mt Horeb does not have a shared ride taxi system, thus, on-demand rides would only be serviced by Madison transportation options. This is true for all Dane County rural communities without shared ride taxi service. The further from Madison, the more expensive an individualized ride is. 5. <u>Formulate Funding Based on Ridership Not Equal Funding For All.</u> This is simply an unfair system. Example: The above example to transport an on-demand Mt Horeb rider
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to in town shopping costs \$90 to \$100 round trip (Madison shopping \$180 to \$200). The exact on-demand Madison rider to in-town shopping is \$24 round trip. Mileage plays a large cost when transporting rural versus urban riders. Ambulatory status also play a large role in the cost of rides. Devising a formula that considers these cost difference for urban versus rural rides would be a must. Clearly communities with large populations and access too many transportation options are able to provide rides at a lower cost than small populated communities in rural areas without transportation options.

I strongly encourage AAA staff to involve the Dane Count transportation expert whenever reviewing transportation issues.

AAA Staff Response: Thank you for providing comments regarding aging plan goals for transportation. First, and foremost, you were specifically invited at least twice by AAA staff to participate on the Aging Plan Advisory Council as the second highest concern that came to light during the information gathering process from older adults was the need for on-demand transportation in the future. You did not attend either council meeting to which your expertise was sought. After each meeting, these goals were shared via email and again, no comment or response was received. They were also discussed during the past two meetings with the Focal Point Directors, but I am not sure if you attended those either. AAA staff even commented on the new Medicaid transportation provider as someone that should be watched as a potential vendor in the future for these types of rides in an email to you. AAA staff updated the Division Administrator about the direction of these two goal areas.

In formulating these two goals, much was considered to include education and information about existing transportation networks and funding. Thus, the first full year of the plan is for a workgroup, to be led by your replacement, to gather information and education and provide this to the workgroup work to accomplish both goals. This will provide a great project for the new person to learn all of the ins and outs of the program you have maintained during your tenure. The second year is again for planning on -demand options and the funding we would need to seek, in addition to existing funding, to pilot this effort in year three of the plan. Where group ridership to shopping and other local opportunities suited for group rides is available, it will not be replaced by individual on demand transportation. Of course that would be too expensive. However, in tackling loneliness we also need to think of those that do not for whatever reason participate in group activities you currently allow for. This goal is far reaching -5-10 years down the line when this type of transportation will become more prevalent. We will see how far we get toward that end in the next 3 years.

With respect to the other goal, there is documented greater ridership in some areas over others. Transparency education on how ridership is funded among all Senior Focal Points will help in this area. A shuffle of current allocations may be necessary after this review.

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