|  |  |
| --- | --- |
|  | Orange County Master Aging Plan |
|  |  |
| 2023-2024 | MAP Implementation Matrix: Year 2 |
|  |  |

Workgroups:

Outdoor Spaces and Buildings

Transportation

Housing

Social Participation and Inclusion

Employment

Community Support and Health Services

Communication and Information

**Orange County Master Aging Plan Implementation Matrix: Year 2: 2023/24**

[**Outdoor Spaces & Buildings Workgroup**](#outdoor)

Objective 1.1: Increase engagement of older adults, emphasizing racially diverse communities, in the planning and utilization of outdoor spaces and buildings in Orange County (OC).

Objective 1.2: Improve equitable access, availability, convenience, and use of outdoor spaces and buildings by everyone.

[**Transportation Workgroup**](#Transportation)

Objective 2.1: Increase access to transportation information and travel training.

Objective 2.2: Expand availability and improve transportation options for older adults.

Objective 2.3: Improve collaboration among transportation and human service providers to overcome barriers to mobility.

[**Housing Workgroup**](#housing)

Objective 3.1: Expand the development of a wide array of housing models that advance racial equity, livable design, and social connections for older adults.

Objective 3.2: Increase the number and types of affordable housing options, for rent or ownership, suitable for older adults.

Objective 3.3: Improve the preservation and quality of homes for older adults through repair and modifications.

[**Social Participation, Respect, and Inclusion Workgroup**](#social)

Objective 4.1: Expand opportunities for educational, intergenerational, and cultural programming among older adults.

Objective 5.1: Ensure a welcoming, inclusive, and livable community.

[**Employment Workgroup**](#employment)

Objective 6.1. Match Job Seekers 55+ with appropriate employment opportunities for all qualified Orange County residents including an emphasis on racially diverse communities.

Objective 6.2. Expand opportunities for older adults to gain job-seeking guidance and job skills to secure living-wage employment, including traditional, alternative, and entrepreneurial options.

Objective 6.3. Advocate for broad diversity, equity, and inclusion (DEI), especially regarding age and race, with local employers and business organizations.

[**Community Support & Health Services Workgroup**](#health)

Objective 7.1: Develop supports and resources to promote mental/ behavioral health.

Objective 7.2: Expand enriching volunteer opportunities for older adults.

Objective 7.3: Coordinate local efforts to enhance affordable health care support.

Objective 7.4: Expand services to help older adults age in community.

Objective 7.5: Expand accessibility of available health and wellness resources.

Objective 7.6: Increase access to services to combat food insecurity.

Objective 7.7: Support planning for and fulfillment of individual goals in all stages at the end of life.

**Communication and Information Workgroup**

Objective 8.1: Increase the accessibility of information regarding available programs, services, and resources

**Outdoor Spaces and Buildings Workgroup – Year 2 Priorities**

Goal 1: Optimize the usability of outdoor spaces and buildings for older adults.

| Indicator | Lead Agency | Q1: Jul – Sep 2023 Activities | Q2: Oct – Dec 2023 Activities | Q3: Jan – Mar 2024 Activities | Q4: Apr – Jun 2024 Activities |
| --- | --- | --- | --- | --- | --- |
| Objective 1.1: Increase engagement of older adults, emphasizing racially diverse communities, in the planning and utilization of outdoor spaces and buildings in Orange County (OC). | | | | | |
| Strategy 1.1.1: Encourage advocacy efforts by including older adults relative to the planning and use of public outdoor spaces and buildings. | | | | | |
| 1.1.1a. At least one dedicated space for an older adult age 55+ (or representative of older adults) is on every county and town Advisory Board that has input on outdoor spaces and buildings. | OCDOA, OC Department of Environment, Agriculture, Parks, and Recreation (DEAPR), Board of County Commissioners (BOCC), Town of Chapel Hill (CH), Town of Carrboro (CARR), Town of Hillsborough (HILLS), Town of Mebane | A letter was mailed in early July to 5 jurisdictions (one of which has this in policy and was commended) requesting this indicator. |  |  |  |
| 1.1.1b. Other non-municipal and non-profit trail owners/groups are invited to join the MAP Outdoor Spaces workgroup. | OCDOA | The group brain-stormed and recommended reaching out to the following to request involvement:  Duke Forest - Sarah Childs; UNC Recreatin – Bill Goin; Eno River State Park; |  |  |  |
| 1.1.1c. Older adults are educated on how to access information about participating in local government planning and are encouraged to contribute to meetings/ hearings about outdoor spaces and buildings. | OCDOA, OC DEAPR, Town of CH, Town of CARR, Town of HILLS, Town of Mebane, OC Library | Worked with community member and the NCCU alumni association to invite members and local AA churches and historical AA communities to a presentation on this topic – Offered in July with 25 participants at the Seymour Center. | Presented to the Spanish social group 10/5 (12) and the Mandarin speakers  10/26 (18) at the Seymour Center with PP in relevant languages. |  |  |
| 1.1.1d. Interactive strategies are developed to solicit input from older adults, with emphasis on racially diverse community members, regarding parks, outdoor spaces, and community development needs. | OCDOA, Town of CH, Town of CARR, Town of HILLS, Town of Mebane | See above | See above |  |  |
| Objective 1.2: Improve equitable access, availability, convenience, and use of outdoor spaces and buildings by everyone. | | | | | |  | Objective 1.2: Improve equitable access, availability, convenience, and use of outdoor spaces and buildings by everyone. |
| Strategy 1.2.1: Increase accessibility, diversity, and safety to encourage inclusiveness in public outdoor spaces and buildings by older adults of all abilities. | | | | | |  | Strategy 1.2.1: Increase accessibility, diversity, and safety to encourage inclusiveness in public outdoor spaces and buildings by older adults of all abilities. |
| 1.2.1a. Older adults’ use of outdoor spaces is encouraged through multi-cultural special events and educational programs organized by and/or for older adults. | OCDOA, OC DEAPR, CH Parks & Recreation, CARR Parks & Recreation, nonprofit associations (e.g., Eno River Association, Triangle Land Conservancy) | 9/26 90+ years young tea held on patio at Seymour Ctr  July 15 – uproar outdoor art festival. Mobility and accessibility are major components | 10/13 Picnic at Blackwood Farm Park sponsored by Passmore Ctr  10/26 Intergenerational Halloween Carnival held at ECCC.  Cedar Falls Park |  |  |
| 1.2.1b. A different park is highlighted quarterly, on the OCDOA website and in the Endless Possibilities Activity Guide, with the encouragement of participation by everyone. | OCDOA, OC DEAPR, Town of CH, Town of CARR, Town of HILLS | Cedar Falls Park in summer issue  Weekly walks offered at Eno River Walk  Starting in Sep weekly walks at parks near/around Seymour and Homestead Park | Blackwood Farm Park in fall issue  Weekly walks offered at Eno River Walk  Weekly walks at parks near/around Seymour and Homestead Park |  |  |
| 1.2.1c. Community members are assisted by Senior Center staff in using interactive parks, greenways, and trails locator maps using short video tutorials | OCDOA | As needed and requested |  |  |  |
| 1.2.1d. Trail intersections in need of signs/trail markers are identified by older adults and community members, and identified locations are shared with Responsible Agencies and other non-municipal and non-profit trail owners. | OCDOA, OC DEAPR, Town of CH, Town of CARR, Town of HILLS, Town of Mebane | An action was discussed and implement to ask in the next IGPWG mtg | Question was asked in IGPWG meeting 10/25: How does your agency receive feedback?  Hills – in the park planning – unique address pt. 1/10 mile, and directional signage at ea. Intersection  Carrboro – working on branding and wayfinding signage  TLC – Has had EMS out to view trails and working on updating accessibility  CH – uses and encourages phone # and awareness to specific locations; working to update best practice for information and dialogue among users  OC several park managers are onsite and use of emergency access and/or calling the main OCDEAPR office  Using ParkWatch was mentioned with signage and QR codes |  |  |
| 1.2.1e. Community members are educated on how to advocate and fund additional equipment (e.g., benches, bathrooms) in public spaces. | OCDOA, OC DEAPR, Town of CH, Town of CARR, Town of HILLS, Town of Mebane | See 1.1.1c & d – public meetings 7/17 | See 1.1.1c & d  Public meetings 10/5 & 10/28 |  |  |
| 1.2.1f. The inclusion of universal design principles is promoted as standards in the development review processes of each jurisdiction. | OCDOA, Town of CH, Town of CARR, Town of HILLS, Town of Mebane | TOCH received AAPR challenge grant to improve pedestrian safety informed by universal design principals |  |  |  |
| Strategy 1.2.2: Increase the availability of small-scale outdoor areas that promote wellness and community engagement with an emphasis on racially diverse communities and gathering spaces at the OC Senior Centers | | | | | |  | Strategy 1.2.2: Increase the availability of small-scale outdoor areas that promote wellness and community engagement with an emphasis on racially diverse communities and gathering spaces at the OC Senior Centers |
| 1.2.2a. Outdoor areas (e.g., activity stations, stationary games, adult playgrounds) are added to the Senior Centers. | OCDOA, Town of CH, Town of HILLS | Funding acquired, implementation will occur in Year 3 for new outdoor play structure at Seymour Center | | | |
| 1.2.2b. Outdoor areas at the Senior Centers are made more comfortable for increased usability in different seasons (e.g., add outdoor heaters, shaded spaces, fans, misting fans). | OCDOA | Patio furniture/cushions and gardens updated at the Centers |  |  |  |
| 1.2.2c. At least one bus stop in each town is converted into a wellness stop. | OCDOA, Town of CH, Town of CARR, Town of HILLS | **[Completed in Hills, focus on CH, Carr in Year 2]**   * 3 additional signs given to town of Hills and put in place | **[Completed in Hills and CH, focus on Carr in Year 2]**   * 4 signs given to CH transit for placement in high traffic ridership by older adults. |  |  |
| 1.2.2d. Volunteer opportunities are inclusive and inviting to all adults age 55+ who enjoy working in community gardens (e.g., vegetable gardens, flower gardens, pollinator gardens). | OCDOA, Town of HILLS | **[Completed in Hills, Carr and OC senior centers, focus on CH in Year 2]**  Garden clubs at each center are inviting with open invite in each issue of Endless Possibilities. |  |  |  |
| 1.2.2e. Existing outdoor spaces within OC are identified and promoted that can be used as quiet meditation spaces for caregivers. | OCDOA, Town of CH, Town of CARR, Town of HILLS, Town of Mebane | A list of quiet mediative spaces was collected and shared with the group | An article was included with the list and shared in the Winter Endless Possibilities |  |  |

**Transportation Workgroup – Year 2 Priorities**

Goal 2: Increase access to and awareness of affordable, safe, and equitable mobility options for older adults in all parts of Orange County.

| Indicator | Lead Agency | Q1: Jul – Sep 2023 Activities | Q2: Oct – Dec 2023 Activities | Q3: Jan – Mar 2024 Activities | Q4: Apr – Jun 2024 Activities |
| --- | --- | --- | --- | --- | --- |
| Objective 2.1: Increase access to transportation information and travel training. | | | | | |
| Strategy 2.1.1: Educate older adults on how to access transit information | | | | | |
| 2.1.1a. Orange County Transportation Guide for Older Adults is updated every 2 years. | OCDOA, with support from Orange County Public Transit (OCPT), Chapel Hill Transit (CHT), GoTriangle | Intern hired to complete Guide in Year 2 |  |  |  |
| 2.1.1b. Easy to read user guides are published and regularly updated and made available in formats that are accessible to community members with low vision, low literacy, and Spanish, Mandarin, Karen, Burmese, and other emerging priority languages as feasible. | OCDOA, with support from OCPT, CHT, GoTriangle |  |  |  |  |
| 2.1.1c. Distribution locations that are accessible to racially diverse communities are identified and regularly replenished with printed schedules and other transportation information. | OCDOA, with support from OCPT, CHT, GoTriangle, OC Public Library, CH Public Library | In progress – schedules printed from online as needed |  |  |  |
| 2.1.1d. Regularly scheduled classes on subjects such as Bus Riding 101, bus safety, Uber/Lyft, mobile ticketing, and transit apps are held at Senior Centers, libraries and community centers, apartment complexes with a large number of older adults, faith-based communities, etc. with supportive services (e.g., an interpreter) to ensure access and participation for people from diverse backgrounds and with differing abilities. | OCDOA, with support from OCPT, CHT, GoTriangle, OC Public Library, CH Public Library | Transportation Information Table  at Seymour Center – 7/13, 8/03, 9/14 and at Passmore Center – 7/11, 8/1, 9/12 |  |  |  |
| 2.1.1e. The Department on Aging’s Transportation Helpline is able to provide multilingual information to callers. | OCDOA | Language line available- no callers in Q1 |  |  |  |
| Strategy 2.1.1: Improve door-to-door and fixed-route services to increase the comfort and confidence of older adult riders | | | | | |
| 2.1.1a. Guided bus trips to popular destinations that are accessible by public transit are offered regularly by Senior Center. | CPT, CHT, OCDOA | Fixed Route Field Trip to Ackland Museum scheduled Sept 2023, rescheduled for Dec 2023 |  |  |  |
| 2.1.1b. Strategies for matching confident transit users with potential riders and less experienced users are identified and promoted. | CPT, CHT, OCDOA | Hold for Q3 |  |  |  |
| 2.1.1c. Universal symbols are used on all public buses, signs, and literature in Orange County to address language barriers and low literacy. | OCPT, CHT, GoTriangle, OCDOA | Ongoing – transit providers in line with FTA requirements |  |  |  |
| 2.1.1d. Riders of door-to-door services are given real-time information about bus arrival times and new technology for the call back response system is employed. | OCPT, CHT, GoTriangle, OCDOA | MOD provides real-time info on app, no tracking for EZ Rider, but OCPT’s dashboard in progress |  |  |  |
| 2.1.1e. The Department on Aging’s Transportation Helpline is able to provide multilingual information to callers. | OCPT, CHT, GoTriangle, OCDOA | **[In Year 1 CH language line translation resource became available for CH/Carrboro residents]** |  |  |  |
| Objective 2.2: Expand availability and improve transportation options for older adults | | | | | |
| Strategy 2.2.1: Pursue funding and planning solutions to increase transit service hours, frequency, and equitable access to more destinations | | | | | |
| 2.2.1a. Fare-free transportation to Senior Centers is made available to older adults throughout the county. | OCDOA, OCPT, CHT, GoTriangle | OCPT providing no-cost transportation to lunch participants |  |  |  |
| 2.2.1b. An analysis of fare policies is completed to understand the goals of fare collection. | OCDOA, OCPT, CHT, GoTriangle | Hold for Year 3 |  |  |  |
| 2.2.1c. Surveys, public meetings, and other opportunities for public comment on transportation projects are promoted to the senior community to increase resident engagement. | OCDOA, OCPT, CHT, GoTriangle | Attended CHT BRT focus group |  |  |  |
| 2.2.1d. Results of transportation provider needs assessments, service changes, and major updates to services are published regularly in Senior Center publications. | OCDOA, OCPT, CHT, GoTriangle | Hold for Year 3 |  |  |  |
| 2.2.1e. Overall service hours and destinations are increased by transportation providers. | OCDOA, OCPT, CHT, GoTriangle | Identified the need to collect this data for baseline, hold for Year 3 |  |  |  |
| Strategy 2.2.2: Raise awareness of issues related to aging and transportation throughout Orange County. | | | | | |
| 2.2.2a. Driver education seminars are offered regularly to encourage conversations, decrease stigma, and raise awareness of resources that are in place to help older adults safely transition from driving alone to alternative modes of transportation. | OCDOA, CHT, OCPT, GoTriangle, OC Public Library, CH Public Library | Annual event/promotions calendar created, CarFit 1:1 offered |  |  |  |
| 2.2.2b. Strategies for improving access to areas with limited parking are identified and promoted to older adults and community leaders (e.g., reduced parking rates for seniors, event-specific parking guides, designated parking spaces for seniors, promotion of public transportation options, increased curb access, the number of accessible parking spaces). | OCDOA, CHT, OCPT, GoTriangle, Chapel Hill Downtown Partnership | Hold for Year 3 |  |  |  |
| 2.2.2c. At least one summary of available services, known deficiencies, and developing programs are shared with key stakeholders, including government leaders and organizations that serve and represent communities of color. | OCDOA, CHT, OCPT, GoTriangle | Hold for Year 4 |  |  |  |
| 2.2.2d. Increase membership of the transportation workgroup, making sure that users from racially and economically diverse backgrounds are represented. | OCDOA, CHT, OCPT, GoTriangle | 1 new member added |  |  |  |
| Strategy 2.2.3: Increase the capacity of the Volunteer Driver Program (VDP) to bridge gaps in existing transportation services. | | | | | |
| 2.2.3a. 90% of ride requests are matched with a driver. | OCDOA | 50% of trip requests were provided |  |  |  |
| 2.2.3b. The number of volunteer drivers is increased across all county zip codes. | OCDOA | 1 new driver added, total 3 |  |  |  |
| 2.2.3c. 10 new riders are added to the program annually. | OCDOA | 2 new riders registered |  |  |  |
| 2.2.3d. Expanded range of services is made available, including same-day service, grocery delivery, and ride coordination for special events and programs. | OCDOA | MOD provides same day but requires app/smartphone; GoGoGrandparent service not successful as backup for volunteer drivers |  |  |  |
| 2.2.3e. One annual campaign is held to increase participation and awareness of the program. | OCDOA | To be held in Q3 |  |  |  |
| 2.2.3f. Demographic data of riders and drivers are collected and reviewed to identify and address inequities in service | OCDOA | Hold for Year 3 while collection of VDP rider data in progress |  |  |  |
| Objective 2.3: Improve collaboration among transportation and human service providers to overcome barriers to mobility. | | | | | |
| Strategy 2.3.1: Reestablish a medical transportation workgroup of representatives from transit, health, and aging services to identify and improve coordination of medical transportation and other issues. | | | | | |
| 2.3.1a. Workgroup meetings are held 4 times per year. | OCDOA, with support from CHT, OCPT, UNC Health Care, Piedmont Health, Duke Health, and Orange County Health Department (OCHD) | Q1 meeting complete |  |  |  |
| 2.3.1b. Information regarding non-emergency medical transportation offered through insurance plans is made available | OCDOA, with support from CHT, OCPT, UNC Health Care, Piedmont Health, Duke Health, and OCHD | Hold for year 4 |  |  |  |
| Strategy 2.3.2: Advocate for streamlined door-to-door transportation across county lines and between Orange County and Chapel Hill/ Carrboro. | | | | | |
| 2.3.2a. Options for simplifying the process for a two-part ride for cross-county demand response trips are explored. | OCDOA, CHT, OCPT, GoTriangle | Ongoing |  |  |  |
| 2.3.2b. Department on Aging’s Mobility Manager meets regularly with transportation providers, attends public meetings, and seeks out opportunities to engage with planners, providers, and users of public transportation. | OCDOA, CHT, OCPT, GoTriangle | Attended NS BRT focus group |  |  |  |

**Housing Workgroup – Year 2 Priorities**

Goal 3: Improve choice, quality, affordability, and stability of housing for older adults.

| Indicator | Lead Agency | Q1: Jul – Sep 2023 Activities | Q2: Oct – Dec 2023 Activities | Q3: Jan – Mar 2024 Activities | Q4: Apr – Jun 2024 Activities |
| --- | --- | --- | --- | --- | --- |
| Objective 3.1: Expand the development of a wide array of housing models that advance racial equity, livable design, and social connections for older adults. | | | | | |
| Strategy 3.1.1: Educate the community, governmental agencies, developers, and lenders about new models of senior housing to promote variety in the housing stock for older adults. | | | | | |
| [Complete Year 1/On hold until Year 4] 3.2.1a. The Senior Housing Guide is updated every two years. | OCDOA, UNC Partnerships in Aging Program | See 2023 Housing Guide: <https://www.orangecountync.gov/DocumentCenter/View/15179/Senior-Housing-Guide-2023>   * Workgroup leaders presented to community 9/20/23 at 4:30p at Seymour Center * Will present at Passmore Center in January 2024 | | | |
| 3.2.1b. The Aging in Community speaker series is revitalized and 2-4 learning events per year are held.  Example topics - Accessory Dwelling Units (ADU), Subdivision of larger homes to include older adult apartments, Intergenerational housing, Housing for Caregivers, Co-op housing, and CCRC-like options that are affordable such as Manley Estates, Adelaide Walters, Elderspirit, and Warm Hearth. | OCDOA, UNC Partnerships in Aging Program | Planned for Year 2 MAP:   * ADU tour * Universal design * Fair housing law coordination with office on equity (scheduled for March 2024) * 411 In Senior Housing presentation offered in September |  |  |  |
| Strategy 3.1.2: Educate and incentivize the community, governmental agencies, developers, and lenders to develop housing with livable (universal) design elements. | | | | | |
| 3.1.2a. Educational events, websites, and brochures are developed, promoted, and disseminated esp. to organizations and individuals from diverse racial communities to advance knowledge of livable design. | OCDOA, Chapel Hill Department of Affordable Housing and Community Connections, Town of Carrboro (CARR), Town of Hillsborough (HILLS), OC Planning Department, UNC Division of Occupational Science and Occupational Therapy (OS/OT) | Outreach and education on affordable housing in county through new senior housing guide  Senior Housing Now! Workshop Occurred in September |  |  |  |
| 3.1.2b. Local government-sponsored housing being rehabilitated is encouraged to add livable design elements. | Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, UNC Division of OS/OT | MAP representation on OC and CH land use management updates (2 year process)  Workgroup leaders developed job description to hire MPA student intern for policy research |  |  |  |
| 3.1.2c. New senior housing development applications under review by the local government staff are reviewed by OCDOA staff for inclusion of livable design elements. | OCDOA, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, UNC Division of OS/OT | OCDOA continues to consult with 2 projects in development a co-op community and an CCRC |  |  |  |
| 3.1.2d. Write a policy statement to be shared with and potentially adopted by elected officials indicating their desire to see livable design integrated into new developments. | RL Mace Universal Design, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, UNC Division of OS/OT | To begin 2024 |  |  |  |
| Objective 3.2: Increase the number and types of affordable housing options, for rent or ownership, suitable for older adults. | | | | | |
| Strategy 3.2.1: Collect senior housing data disaggregated by race to more fully understand and act on housing inequities. | | | | | |
| 3.2.1a. Data identifying race-based, socioeconomic status, and income-based housing demographics in Orange County are collected. | Triangle J Council of Governments (CPRC), Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, OC Department of Housing and Community Development | **[Year 1 gathered US Census data on race, disability, living arrangement, employment for older adults in OC]**   * Focus on accessing housing and income data in Year 2:   + % renter vs homeowner   + AMI |  |  |  |
| 3.2.1b. Gaps and new information about housing inequities are disseminated in report form and discussed broadly in the community and with key stakeholders (e.g., the Affordable Housing Coalition, Meeting of the Minds, Northside, Rogers Road, Latinx communities, Refugee Community Partnership, El Centro). | CPRC, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, OC Department of Housing and Community Development | On hold to Year 3 after all data is collected and analyzed | | | |
| 3.2.1c. A chart with data from Orange County and the Towns about the percent of affordable housing stock that is available to those earning 30%, 60%, 80%, 100%, and 120% AMI is produced and disseminated, especially to organizations and individuals from racially diverse communities. Include how many households are in each AMI group. | CPRC, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, OC Department of Housing and Community Development | On hold to Year 3 after all data is collected and analyzed | | | |
| Strategy 3.2.2: Reduce barriers to group and individual efforts to obtain affordable housing. | | | | | |
| [Completed in Year 1] 3.2.2a. Older adults’ interests are represented through membership in Orange County’s Affordable Housing Coalition. | OCDOA, UNC Partnerships in Aging Program | Completed in Year 1: OCDOA and MAP representatives sit on OCAHC |  |  |  |
| 3.2.2b. Review for approval of affordable housing development projects is expedited. | Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, OC Department of Housing and Community Development | **[Indicator achieved in CH in Year 1]**   * Focus on Carr, Hills, and OC for year 2 |  |  |  |
| 3.2.2c. A resource guide is disseminated, esp. to organizations and individuals from racially diverse communities, to understand the enforcement of Fair Housing laws and ways to prevent discrimination in affordable housing development and preservation. | OC Department of Human Rights and Relations, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS | Fair Housing Workshop will be conducted during Aging in Community Series |  |  |  |
| Strategy 3.2.3: Expand the array of affordable senior housing designs and models | | | | | |
| 3.2.3a. Policies and practices that support the build-out and financing of Accessory Dwelling Units are promoted. | PeeWee Homes, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department | **[Indicator achieved in OC and CH in Year 1]**   * Focus on Carr, and Hills for year 2 |  |  |  |
| 3.2.3b. A pathway to connect seniors seeking shared housing is implemented. | OCDOA, Community Empowerment Fund, Empowerment, Inc. | On hold until Year 3 | | | |
| Objective 3.3: Improve the preservation and quality of homes for older adults through repair and modifications. | | | | | |
| [Completed year 1 with [2023 Evaluation](https://www.med.unc.edu/healthsciences/cpl/wp-content/uploads/sites/1281/2023/08/OCHPC_23_finalreport.pdf)/Next update in Year 4]  Strategy 3.3.1: Collect and analyze data to potentially uncover and then address race-based inequities in-home repair and modification services provided by Orange County Home Preservation Coalition Partners. | | | | | |
| [Complete Year 1] 3.3.1a. The Orange County Home Preservation Coalition (OCHPC) effectively collects race-based data for homeowners and tenants requesting services from and served by the coalition. | OCHPC, CPRC, UNC City and Regional Planning Department, UNC Division of OS/OT | [See 2023 Evaluation](https://www.med.unc.edu/healthsciences/cpl/wp-content/uploads/sites/1281/2023/08/OCHPC_23_finalreport.pdf) for most recent race and housing data for OCHPC | | | |
| 3.3.1b. Race-based OCHPC data, potentially in correlation with tax assessment data, poverty level, or other factors are regularly evaluated in correlation with home preservation processes and provision. | OCHPC, CPRC, UNC City and Regional Planning Department, UNC Division of OS/OT |  |  |  |  |
| 3.3.1c. The proportion of families who request services, based on race, from the OCHPC matches the proportion of services ultimately provided by the OCHPC, based on race. | OCHPC, CPRC, UNC Division of OS/OT | 2023 Evaluation findings on race/ethnicity of households served:   * American Indian: less than 1% * Asian: 1% * Black or African American: 71% * Latine: 1% * White: 14% * Two or more races: less than 1% * Race unknown: 11%   This indicates that OCHPC is serving historically excluded racialized groups appropriately through the Coalition. |  |  |  |
| Strategy 3.3.2: Support older adult homeowners and tenants in navigating home repair and modifications systems and services of OCHPC Partners. | | | | | |
| [Complete Year 1] 3.3.2a. The OCHPC is sustained with ongoing, dedicated sources of financial support. | OCHPC Partners, Hope Renovations, Habitat for Humanity of Orange County, CPRC, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, and OC Planning Department, UNC Division of OS/OT |  |  |  |  |
| [Complete Year 1] 3.3.2b. Home Repair Navigators, paid positions situated within OCHPC partners, who assist homeowners in walking through home repair service processes, are established as supports. | OCHPC Partners, Hope Renovations, Habitat for Humanity of Orange County, CPRC, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, UNC Division of OS/OT | Habitat, RTT, CPL, PiAP, and County have formed a “Coordination Crew” that focuses on working cases through the repair networks and timeline. SOPs and guidelines are being developed to support navigation. |  |  |  |
| 3.3.2c. Education resources and databases that are already available (e.g., the Minority and Women-Owned Business Enterprise State Database) are highlighted and distributed to support older adults in connecting with contractors. | OCHPC Partners, Hope Renovations, Habitat for Humanity of Orange County, CPRC, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, UNC Division of OS/OT | On hold until able to connect with partners with access to databases |  |  |  |
| 3.3.2d. Education workshops catering to older adults continue to be offered around minor to major home repairs. Notification of workshops is disseminated to organizations and individuals from racially diverse communities. | OCHPC Partners, Hope Renovations, Habitat for Humanity of Orange County, CPRC, Chapel Hill Department of Affordable Housing and Community Connections, Town of CARR, Town of HILLS, OC Planning Department, UNC Division of OS/OT | On hold due to staff capacity |  |  |  |
| Strategy 3.3.3: Advocate to local governments and funders for policies and programs that reduce barriers and increase the provision of home repair and modification services for older adults. | | | | | |
| 3.3.3a. Sustainable funding is allocated to support minor home repair programs that specifically target small to medium size projects (e.g., OCDOA Handy Helpers), including administrative support and materials for repairs. | OCHPC partners, OCDOA | OCDoA has reoccurring/sustainable funding of $5,000/FY |  |  |  |
| 3.3.3b. Workforce development initiatives, partnerships, and incentives are developed and sustained that increase the number of contractors providing small to medium size home repairs to older adults. | OCHPC partners, CPRC | HOPE Renovations expanded to Wake County, offers sliding scale pricing for repairs, holds Thursdays for small repair jobs and is seeking grants to increase the number of no cost jobs |  |  |  |
| 3.3.3c. Land-banking initiatives are continued, with additional provisions and policies that facilitate long-term residents to age in their communities, particularly for individuals from diverse racial communities and those who cannot afford and are not eligible for major necessary home repairs. | Land-banking initiatives are continued, with additional provisions and policies that facilitate long-term residents to age in their communities, particularly for individuals from diverse racial communities and those who cannot afford and are not eligible for major necessary home repairs. | MCJC actively strategizing for renewal of Northside Neighborhood Initiative landbank |  |  |  |
| 3.3.3d. A “Last Resort” fund is explored and potentially developed in partnership with local funders to offer more flexible funding to homes that are complicated or difficult and do not fall easily within the eligibility matrix. | OCHPC partners, CPRC | Hiring MPA intern to explore fund development  OCHPC has provided Repair Network Status Memo to OCAHC Home Preservation Sub-committee who plan to advocate for CIP funds to be set aside for home repair and modification |  |  |  |
| 3.3.3e. Equity-based exemptions or modifications for “affordability” clauses in lien-based home repair programs are explored, considered, and potentially implemented as policy. | OCHPC partners, CPRC | Hiring MPA to explore equity exemptions |  |  |  |

**Social Participation, Respect, and Inclusion Workgroup – Year 2 Priorities**

Goal 4: Promote diverse and accessible opportunities for participation and engagement of older adults age 55+.

Goal 5: Uphold all older adults ages 55+ as valuable members and provide equitable resources for the community.

| **Indicator** | **Lead Agency** | **Q1: Jul – Sep 2023 Activities** | **Q2: Oct – Dec 2023 Activities** | | **Q3: Jan – Mar 2024 Activities** | **Q4: Apr – Jun 2024 Activities** |
| --- | --- | --- | --- | --- | --- | --- |
| **Objective 4.1: Expand opportunities for educational, intergenerational, and cultural programming among older adults.** | | | | | | |
| **Strategy 4.1.1: Ensure that programming is accessible, sensitive, and inclusive to people based on a broad variety of needs and abilities.** | | | | | | |
| 4.1.1a. Senior Centers’ programming is intentionally offered with diversity, accessibility, and inclusiveness, including but not limited to cultural awareness, printed and verbal information in Spanish, Mandarin, Karen, Burmese, and other emerging priority languages as applicable, transportation, and programs offered both in-person and virtually as feasible. | OCDOA | WAVES Seminars for Mandarin-Speakers at Seymour- Hybrid  Enrichment Life Group for Mandarin Speakers- Virtual  Aug 11-Healthcare 101 for Mandarin Speakers at Seymour  Sept 11- Caregiver Empowerment for Mandarin Speakers- hybrid  Sept 18- Dual Eligibility 101- Mandarin  Sept 26- Dual Eligibility-Espanol  NC Chinese Opera Society  Sept 28- Lunch and Learn Engaging Topics- bilingual event  Sept 28 Mid-Autumn Festival- | Oct 19-Spanish Cinema at Seymour  Oct 23-Chinese Karaoke for Mandarin speakers at Seymour  Nov 9-El Centro presenta Hispanos en Plenitud! at Seymour  Oct 12 & Nov 16- Caregiver Empowerment for Mandarin Speakers- hybrid  Aging Podcast for People who are Blind or Print Impaired partnered with North Carolina Reading Service | |  |  |
| 4.1.1b. Develop neurodivergent programming (e.g., people with learning differences) with assistance from partner organizations. | OCDOA, ARC of OC, Residential Services, Inc. (RSI), OC Library, University of North Carolina TEACCH Autism Program | Connected with Chapel Hill Library and their neurodivergent programming  Petals with a Purpose- meets every Wednesday at Seymour | Connected with Autism Society to discuss training similar to the library for Senior Center staff and volunteers | |  |  |
| **Strategy 4.1.2: Expand the availability of inclusive, social, and educational programming to meet the anticipated growth of the older adult population throughout the community.** | | | | | | |  | **Strategy 4.1.2: Expand the availability of inclusive, social, and educational programming to meet the anticipated growth of the older adult population throughout the community.** |
| 4.1.2a. Additional programming for older adults is made available within the Senior Centers and in other settings; at least one “pop-up” event per quarter is offered at a community location other than a Senior Center. | OCDOA, OC Library | Aug 4th-Welcome to Medicare at Orange Co. Library  Aug 7-28-Dementia Basics at UNC Meadowmont | Oct 13-Passmroe Picnic at Blackwood Farms- 45 total | |  |  |
| **[Complete Year 1]** 4.1.2b. Senior centers add at least one additional program assistant, resources, and materials to handle increased programming as indicated by increased participation numbers and the number of programs offered. | OCDOA |  |  |  | |  |
| **Strategy 4.1.3: Create more opportunities for intergenerational programming with an emphasis on racially and culturally diverse communities.** | | | | | | |  | **Strategy 4.1.3: Create more opportunities for intergenerational programming with an emphasis on racially and culturally diverse communities.** |
| 4.1.3a. One intergenerational program per quarter is created and evaluated, which encourages older adults and younger people to work with each other. | OCDOA, OC Sheriff, Other local Law Enforcement Orgs, Faith-based orgs, Hannah Ruth Foundation, Local Universities, Seymour Tech, Durham Tech, Chapel Hill & Carrboro (CHCA)/OC Schools | Jul 19-Library Storytime at Passmore- 16 total  July 5- intergenerational movie “Greatest Showman” at Passmore- 7 total  Aug 8-intergenerational movie “Mr Poppers Penguins” at Passmore- 4 total | Oct 26-Halloween Carnival at Efland Cheeks Community Center- 172 total  Oct 27-Intergenerational Board Games at Passmore- 3 total | |  |  |
| 4.1.3b. Partnerships are created with other agencies for intergenerational volunteer opportunities in which both older adults and younger volunteers are giving time and effort to a cause. | OCDOA, OC Sheriff’s Office, Chapel Hill Police Department (CHPD), Carrboro Police Department (CPD), Hillsborough Police Department (HPD), Faith-based organizations, Hannah Ruth Foundation, Duke, UNC, North Carolina Central University, Seymour Tech, Durham Tech | Sep 11-16, Grandparents week with Girl Scouts- Seymour | Nov 10-Veterans Breakfast at Passmore- Civil Air Patrol and Boy scout troop | |  |  |
| 4.1.3c. At least one program is offered annually to address the multigenerational caregivers and services they can use to benefit themselves and those they care for. | OCDOA, CHCA/OC Schools | Jul 18 & Aug 15- Dementia Let’s Talk About it virtual- Total 12  Aug 4-Cargiver Education at Seymour-offered but low enrollment | Oct 9-30- Dementia Basics at Passmore- total 13  Nov 8- I’m a Caregiver Now What? At Seymour  Nov 6- Caregiver Day of Care- Seymour | |  |  |
| **Strategy 4.1.4: The racial and ethnic diversity of attendees is increased.** | | | | | | |  | **Strategy 4.1.4: The racial and ethnic diversity of attendees is increased.** |
| 4.1.4a. Attendance based on racial and ethnic information of participants is tracked by the Senior Centers’ registration system and checked quarterly quarter. | OCDOA | Continuing to track with OCDOA membership in RecTrac |  | |  |  |
| **Objective 5.1: Ensure a welcoming, inclusive, and livable community.** | | | | | | |  | **Objective 5.1: Ensure a welcoming, inclusive, and livable community.** |
| **Strategy 5.1.1: Ensure that all programs and services provided through OCDOA are based on cultural humility and inclusivity.** | | | | | | |  | **Strategy 5.1.1: Ensure that all programs and services provided through OCDOA are based on cultural humility and inclusivity.** |
| 5.1.1a. Sensitivity and inclusivity training is provided to OCDOA staff annually. | OCDOA | Planning training with Autism Society |  | |  |  |
| 5.1.1b. Staff and front desk volunteers are prepared to welcome, interact with, and help people with different abilities and assist community members with diverse language backgrounds. | OCDOA | Continue to implement the Lobby Inclusion Project for those speaking a different language than available at front desk | New! Welcome packets are located a the front desk for newcomers/first time visitors in Spanish, Mandarin and English | |  |  |
| 5.1.1c. At least 4 opportunities, annually, are created to educate the broader community about the aging process and the value of older adults. | OCDOA | World Elder Abuse Awareness at both centers  Ngoma Self Care-Seymour  Sep 14- Aging and the Five Senses | Oct 3-Advance Directive virtual  Oct 12-Declutter: What Has Value at Passmore- 60 total  Nov 3-Decluttering: Hoarding at Seymour  Nov 30- New End of Life Options | |  |  |
| **Strategy 5.1.2: Continue and expand outreach to growing refugee and immigrant populations to build interest in services and presence at Senior Centers.** | | | | | | |  | **Strategy 5.1.2: Continue and expand outreach to growing refugee and immigrant populations to build interest in services and presence at Senior Centers.** |
| 5.1.2a. Awareness about OCDOA services is increased and information is shared with pertinent organizations in their respective languages. | OCDOA, El Centro Hispano, church refugee initiatives; churches that provide services in other languages; Refugee Wellness Center; Refugee Support Center; Refugee Community Partnership; Refugee Resettlement Agencies; Seymour Center Spanish Social Club; apartment complexes/retirement communities, OC Human Rights and Relations | Staff tables at Latinx event during summer  Aug 27-staff tables at Latin American festival in Carrboro | New outreach staff person coming on board with department | |  |  |
| 5.1.2b. Services and programming are developed with identified groups, and at least one event is created based on the reports provided every year. | OCDOA, El Centro Hispano, OC Human Rights and Relations | Group discussed 1 event or smaller events between 2 centers  Sep 21-Hispanic/Latin Heritage Month Celebration at Seymour | Build connection with partners-more outreach  Focus on “club” concept like Spanish Social club at Seymour | |  |  |
| 5.1.2c. The number of individuals from identified groups who attend the Senior Center programming and utilize services is increased. | OCDOA, El Centro Hispano, OC Human Rights and Relations |  | Spanish speaking participants are increasing at Passmore | |  |  |
| **Strategy 5.1.3: Promote social inclusion and community cohesion at the Senior Centers and other community locations.** | | | | | | |  | **Strategy 5.1.3: Promote social inclusion and community cohesion at the Senior Centers and other community locations.** |
| 5.1.3a. Programs are created or expanded to facilitate connections among Senior Center participants. | OCDOA, OC Community Centers | Busy Body and Buzz tables continue at both Centers  Tell Me a Story writing group started | Oct 4-Coffee Gathering at Passmore- 9 total | |  |  |
| 5.1.3b. Community groups are surveyed every 2 years with an emphasis on racial and cultural equity to determine any barriers that may prevent participation at the Senior Centers. | OCDOA | Continue to collect feedback from the workgroup on the draft of survey | Survey wording updated and printed onto a one-page sheet  Made available at early voting at Seymour | |  |  |
| **Strategy 5.1.4: Work with community stakeholders to address ageism in the broader community.** | | | | | | |
| 5.1.4a. A course/class is created with CHCA/OCS middle schools (similar to the Project Engage course) to help younger generations understand older adults, the aging process, and the impacts of ageism in the community | OCDOA, CHCA/OCS Schools |  |  | |  |  |

**Employment Workgroup – Year 2 Priorities**

Goal 6: Connect older adults with resources that help them achieve their diverse employment and career transition goals.

| **Indicator** | **Lead Agency** | **Q1: Jul – Sep 2023 Activities** | **Q2: Oct – Dec 2023 Activities** | **Q3: Jan – Mar 2024 Activities** | **Q4: Apr – Jun 2024 Activities** |
| --- | --- | --- | --- | --- | --- |
| **Objective 6.1: Match Job Seekers 55+ with appropriate employment opportunities for all qualified Orange County residents including an emphasis on racially diverse communities.** | | | | | |
| **Strategy 6.1.1: Gather information about employers’ hiring needs and job seekers’ preferences.** | | | | | |
| 6.1.1a. Employee Referral Program Notice is distributed to employers in Orange County and adjacent areas every 6-12 months that informs businesses of the referral program and asks for either a link to their job postings website or another way of learning about job opportunities. | OCDOA with Economic Development Departments, Chambers of Commerce, Triangle Area Business Network International (BNI), OC Department of Social Services (DSS)/NCWorks, Durham Tech, Ron Kunkel Technology Consultant | Ongoing |  |  |  |
| 6.1.1b. Data on the local employment landscape includes information about older adults and racial equity and is reviewed in the workgroup annually.. | County and Towns’ Economic Development Departments, Chambers of Commerce | US Census data gathered on race, disability status, living arrangement, and employment for older adults in OC |  |  |  |
| 6.1.1c. Data on the local employment landscape includes information about older adults and racial equity and is reviewed in the workgroup annually. | OC DSS/NCWorks and OCDOA | US Census data gathered on race, disability status, living arrangement, and employment for older adults in OC |  |  |  |
| **Strategy 6.1.2: Connect job seekers with job opportunities.** | | | | | |
| 6.1.2a. List potential employers and links to their job postings on the OCDOA Employment Services webpage. | OCDOA | Ongoing |  |  |  |
| 6.1.2b. FREE Employment Referral program is initiated to help job seekers find positions that are a good fit and to provide employers with qualified candidates. | OCDOA with OC DSS/NCWorks, and National Caucus and Center on Black Aging (NCBA) | Ongoing |  |  |  |
| 6.1.2c. Job fairs are hosted in collaboration with partners, especially addressing critical staffing industries (e.g., direct care workforce). | OCDOA, OC DSS/NCWorks, and NCBA | Ongoing |  |  |  |
| 6.1.2d. Use of the NCWorks website is encouraged and improved, and assistance with accessing the website is provided. | OCDOA, OC DSS/NC Works, OC Library | Ongoing |  |  |  |
| **Objective 6.2: Expand opportunities for older adults to gain job-seeking guidance and job skills to secure living-wage employment, including traditional, alternative, and entrepreneurial options.** | | | | | |
| **Strategy 6.2.1: Expand existing resources and services related to the job search process (e.g., resumes, salary and compensation, networking, interviewing).** | | | | | |
| 6.2.1a. Individual and group information and training sessions are facilitated with job seekers in locations that serve diverse communities across Orange County (e.g., Cedar Grove, Rogers Road, and Efland-Cheeks Community Centers, OC and CH Libraries, DSS/NCWorks Career Centers, Durham Technical Community College). | OCDOA with OC DSS/NCWorks, NCBA, OC Library, Durham Technical Community College | On hold while OCDOA hires or partners for position |  |  |  |
| 6.2.1b. New information and training sessions around emerging topics (e.g., job scams, discrimination, compensation, remote vs. in-office work options) are developed. | OCDOA with OC DSS/NCWorks, NCBA, OC Library, Durham Technical Community College | On hold while OCDOA hires or partners for position |  |  |  |
| 6.2.1c. Job-seeking resources (e.g., individual meetings, workshops) are evaluated and improved. | OCDOA with OC DSS/NCWorks, NCBA, OC Library, Durham Technical Community College | On hold while OCDOA hires or partners for position |  |  |  |
| **Strategy 6.2.2: Promote alternative and entrepreneurial employment opportunities.** | | | | | |
| 6.2.2a. Informational events to raise awareness of opportunities are hosted. | OCDOA with OC DSS/NCWorks, OC Library, Durham Technical Community College, Economic Development Departments, Chambers of Commerce, The Entrepreneur’s Source, SCORE | Discussions underway with OCDOA, Durham Tech, NC Works/Department of Social Services to connect resources |  |  |  |
| 6.2.2b. Interested individuals are referred to existing entrepreneurial resources (e.g., Small Business Center of Durham Tech, Economic Development Departments, Small Business Technology Development Center; SCORE, EntreDot, Entrepreneur’s Source, UNC Business School, BNI, NC IDEA, El Centro Tool Bank). | OCDOA with OC DSS/NCWorks, OC Library, Durham Tech, Economic Development Departments, Chambers of Commerce, The Entrepreneur’s Source, SCORE | Discussions underway with OCDOA, Durham Tech, NC Works/Department of Social Services to connect resources |  |  |  |
| **Strategy 6.2.3: Create job skills training for older adults to gain new skills that increase the possibility of future hire.** | | | | | |
| 6.2.3a. Hands-on technical support, technology skills classes (e.g., basic computer, virtual meetings, social media), and technology access information are provided. | OCDOA Seymour Tech, DSS/NCWorks, OC Library, Durham Technical Community College, Kramden Institute | Discussions underway with OCDOA, Durham Tech, NC Works/Department of Social Services to connect resources |  |  |  |
| 6.2.3b. Quality vocational training, especially targeted at living-wage, critical staffing (e.g., direct care workforce), and emerging industries are promoted with community colleges such as Wake Tech, Alamance, and Durham Tech. | Durham Technical Community Colleges | Discussions underway with OCDOA, Durham Tech, NC Works/Department of Social Services to connect resources |  |  |  |
| 6.2.3c. Internship and on-the-job training programs are promoted (e.g., referring seniors at the poverty line or facing other barriers and non-profits that can offer training to NCBA/SCEP). | NCBA with OCDOA, OC DSS/NCWorks, Live Well, Durham Technical Community College | Discussions underway with OCDOA, Durham Tech, NC Works/Department of Social Services to connect resources |  |  |  |
| **Strategy 6.2.4: Leverage existing and forge new partnerships to reach broader audiences, improve synergy among organizations, and reduce duplication.** | | | | | |
| 6.2.4a. The OCDOA Employment Services Webpage content is improved and updated regularly so that it serves as a repository of community resources for older adult job seekers (e.g., job-seeking and entrepreneurial guidance, partners offering technology and other job skills training and support, employers and their job postings, upcoming events). | OCDOA | [Website updated in 2022](https://www.orangecountync.gov/1888/Employment-Services-for-Older-Adults)  Review of website ongoing with a goal to provide new content emphasizing storytelling |  |  |  |
| 6.2.4b. Relationships with non-employment organizations that serve populations of interest (e.g., Faith-based, immigrants, military associations, justice system involvement, rural communities, communities of color, senior housing) are forged to better understand needs and offer employment services resources to promote the workgroup services and resources outlined elsewhere. | OCDOA with all Employment Workgroup members | MAP workgroup leader initiating outreach |  |  |  |
| 6.2.4c. A list of relevant employment resources is created which outlines who is best served by each organization, specific services offered, and how to refer. | OCDOA with OC DSS/NCWorks, NCBA, OC Library |  |  |  |  |
| **Objective 6.3: Advocate for broad diversity, equity, and inclusion (DEI), especially regarding age and race, with local employers and business organizations.** | | | | | |
| **Strategy 6.3.1: Promote the value of DEI to local employers and organizations.** | | | | | |
| 6.3.1a. Promotional materials (e.g., video, presentation, handouts), highlighting why it’s good business to hire workers who are older and of racially diverse communities are created and shared. | OCDOA with Economic Development Departments, Chambers of Commerce, Small Business Technology Development Center, Durham Tech, OC DSS/NCWorks, BNI, Orange County Government Alliance for Race and Equity (OC GARE) |  |  |  |  |
| **Strategy 6.3.2: Provide education around practices and strategies to improve DEI in the workplace.** | | | | | |
| 6.3.2a. A list of best workplace practices to reduce age- and race-related biases and increase diversity, equity, and inclusion for all is created with input from experts and shared. | OCDOA with Durham Tech, Denise Bell Consulting, OC GARE |  |  |  |  |
| 6.3.2b. A list of universal design principles to create a more accommodating workplace is created with input from experts and shared. | OCDOA, UNC Division of Occupational Science and Therapy (OS/OT) |  |  |  |  |

**Community Support and** **Health Services Workgroup – Year 2 Priorities**

Goal 7: Ensure the community has accessible and affordable resources to support individual health and well-being goals throughout the aging process

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Indicator** | **Responsible Agencies** | **Q1 Jul – Sep 2023**  **Activities** | | **Q2 Oct – Dec 2023**  **Activities** | | **Q3 Jan – Mar 2024**  **Activities** | | **Q4 Apr – Jun 2024**  **Activities** |
| **Objective 7.1: Develop supports and resources to promote mental/ behavioral health** | | | | | | | | |
| **Strategy 7.1.1: Offer training to increase knowledge for community members and professionals.** | | | | | | | | |
| 7.1.1a. At least 6 trainings offered quarterly. | OCDOA, Alliance Health, UNC Geriatrics, Orange County Health Department (OCHD), Orange County Sheriff’s Office (OCSO), Orange County Emergency Services (OCES) | **Dignified Death: Approaching, Navigating, Decision-Making and Care at the End of Life**  August CE Topic:  The Power of Ethical Influencing held in August  Four Suicide Prevention Intervention webinars held by OCHD in September | |  | |  | |  |
| 7.1.1b. At least 1 training per quarter is offered by Alliance Health in conjunction with awareness month | Alliance Health | Mental Health First Aid training for adults provided through the Health Dept on Sept 14 – for Suicide awareness and prevention month: - Sept 14, 2023, Solid Waste Facility – 16 attendees | |  | |  | |  |
| **Strategy 7.1.2: Enhance community and professional knowledge of available services and providers.** | | | | | | | | |
| 7.1.2a. OCDOA staff are trained in screenings to make appropriate referrals | OCDOA |  | |  | |  | |  |
| 7.1.2b. Local Management Entity/Managed Care Organizations (LME/MCOs) access and information line is use | Alliance Health |  | |  | |  | |  |
| 7.1.2c. Creation of organizational and agency partnerships for the dissemination of materials identifying services and providers. | OCDOA, OCES, OCSO, OC Fire Departments, Alliance Health, Meals on Wheels of Orange County NC (MOWOCNC), CHPD, UNC Health |  | |  | |  | |  |
| **Strategy 7.1.3: Develop and use Peer Support Models** | | | | | | | | |
| 7.1.3a. Certified Older Adult Peer Specialist (COAPS) Program is implemented | OCDOA |  | |  | |  | |  |
| 7.1.3b. Clinical Pastoral Education (CPE) Program is used. | ODCOA, UNC Hospitals |  | |  | |  | |  |
| **[Complete Year 1]** 7.1.3c. Solo Agers support program is created and implemented | OCDOA, UNC Partnerships in Aging Program | Developed monthly solo agers meeting that supports social activity, fosters support for solo agers in the community, and provides education:  July: Continuing Care Retirement Communities from speaker Carol Woods. Partners (27 attendees)  August: Family Care Homes (23 attendees)  September: Death Cafes (21 attendees) |  | |  | |  | |
| 7.1.3d. Caregiver support programs are created and implemented. | OCDOA |  | |  | |  | |  |
| **Strategy 7.1.4: Develop and use a hoarding task force to support housing stability for older adults.** | | | | | | | | |
| **[Complete Year 1]** 7.1.4a. Taskforce is created. | OCDOA, OC Department of Social Services (DSS), OCES, OCSO, OC Fire Departments |  |  | |  | |  | |
| 7.1.4b. Training for professional and community members is created and implemented twice a year. | OCDOA, OC DSS, OCES, OC Fire Departments |  | |  | |  | |  |
| **Objective 7.2: Expand enriching volunteer opportunities for older adults** | | | | | | | | |
| **Strategy 7.2.1: Coordinate with partnering volunteer agencies to develop a comprehensive list of volunteer opportunities in Orange County.** | | | | | | | | |
| 7.2.1a. A comprehensive list to connect older adults with desired opportunities is maintained by VC 55+. | OCDOA | Updated volunteer opportunity list and volunteer orientations with contact information for new VC55+ Volunteer Coordinator and provided copies at each center as well as tabling events | |  | |  | |  |
| 7.2.1b. VC 55+ designee is contacted by community partners if they need volunteers. | OCDOA, Orange County Emergency Services (OCES), Orange County Sheriff’s Office (OCSO), Meals on Wheels Orange County North Carolina (MOWOCNC), SAGE Central NC, Charles House, Creative Care Collaborative | Connected with Nancy Zeman of Family Reading Partners about volunteers  Shared information about volunteering with the Hillsborough Community Garden to 271 OCDoA volunteers  Shared information about volunteering for Hog Day (Snow Approach Foundation managed volunteers for the event) to 271 OCDoA volunteers 8/30/23  Shared information about DELIVEReads program through Orange County Libraries/Orange County Transportation to 275 OCDoA volunteers 9/5/23  Shared information about Camp BRIGHT to 273 OCDoA volunteers 9/8/23 | |  | |  | |  |
| **Strategy 7.2.2: Increase the number of Orange County older adults participating in existing volunteer opportunities** | | | | | | | | |
| 7.2.2a. Enrollment in volunteer opportunities is increased by 10% during 2022-2027. | OCDOA, OCES, OCSO, MOWOCNC, SAGE Central NC, Charles  House, Creative Care Collaborative | 55 volunteers were oriented during the first quarter July-September (Passmore and Seymour) | |  | |  | |  |
| 7.2.2b. The number of racially diverse, multilingual, and multigenerational volunteers is increased. | OCDOA, OCES, OCSO, MOWOCNC, SAGE Central NC, Charles  House, Creative Care Collaborative |  | |  | |  | |  |
| 7.2.2c. Volunteer training, networking, and appreciation events are held twice a year. | OCDOA | Shared Mental Health First Aid training offered by Alliance Health to 272 OCDoA volunteers on 9/8/23  Volunteer Appreciation Event takes place during 3rd quarter (this year it took place on June 8th) | |  | |  | |  |
| **Strategy 7.2.3: Develop new strong partnerships to create volunteer opportunities that are equitable and inclusive of all populations in Orange County.** | | | | | | | | |
| 7.2.3a. Two new partnerships within rural communities of color are established. | OCDOA |  | |  | |  | |  |
| 7.2.3b. One new partnership within each school system is established. | OCDOA | Intergenerational Senior Resource Team is working to reengage program that would bring older adult volunteers into schools to help with tutoring/mentorship | |  | |  | |  |
| 7.2.3c. Volunteer opportunities for older adult residents in long-term care facilities are established. | OCDOA | Getting connected to local long-term care facilities for potential partnerships (specifically looking at pen-pal program with intergenerational element) | |  | |  | |  |
| **Objective 7.3: Coordinate local efforts to enhance affordable health care support.** | | | | | | | | |
| **Strategy 7.3.1: Increase utilization of support services.** | | | | | | | | |
| 7.3.1a. Understanding of how to use electronic health records (EHRs) is increased through coordination with partner agencies. | UNC Health, Duke, OCDOA, Piedmont Health, OCHD |  | |  | |  | |  |
| 7.3.1b. Understanding of financial assistance programs is increased through coordination with partner agencies. | UNC Health, Duke, OCHD, OCES, OCDOA, Piedmont Health |  | |  | |  | |  |
| 7.3.1c. At least one new OCHD program specific to older adults is created. | UNC Health, Duke, OCES, OCDOA, Piedmont Health, OCHD | Laughter for the Health of It. Coordinated with community member to provide class focusing on the importance of laughter and how it impacts our mental health. | |  | |  | |  |
| 7.3.1d. Partnership to promote awareness and greater access to OC mobile dental units is created. | UNC Health, Duke, OCHD, OCES, OCDOA, Piedmont Health |  | |  | |  | |  |
| 7.3.1e. Medication management for older adults is support in partnership with community paramedics. | UNC Health, Duke, OCHD, OCES, OCDOA, Piedmont Health |  | |  | |  | |  |
| **Strategy 7.3.2: Increase quality of in-home, respite, and adult day care services.** | | | | | | | | |
| 7.3.2a. Training, education, and skill-building programs for professionals and community members are held twice a year. | OCDOA, Creative Care Collaborative, Charles House |  | |  | |  | |  |
| **Strategy 7.3.3: Increase access to health maintenance and prevention resources.** | | | | | | | | |
| 7.3.3a. Chronic disease self-management programs are held quarterly. | OCDOA, OCES, Duke, UNC, Piedmont Health, Creative Care Collaborative |  | |  | |  | |  |
| 7.3.3b. Safety and accessibility needs are assessed and fulfilled in coordination with home health agencies. | OCDOA, OCES, Duke, UNC, Piedmont Health |  | |  | |  | |  |
| **Objective 7.4: Expand services to help older adults age in community** | | | | | | | | |
| **Strategy 7.4.1: Expand available support for older adults from communities of color.** | | | | | | | | |
| 7.4.1a. Accessibility to and participation in aging services for Asian older adults is increased through a partnership project between UNC-Apples Service-Learning Students. | UNC, OCDOA |  | |  | |  | |  |
| 7.4.1b. Access to multilingual social workers is increased. | UNC, OCDOA, OC DSS, El Futuro |  | |  | |  | |  |
| 7.4.1c. Information resources hubs located within communities of color are created. | OCDOA, OC DSS, Rodgers Road Community Center (RRCC), Cedar Grove Community Center (CGCC), Efland-Cheeks Community Center (ECCC), Marian Cheek Jackson Center (Jackson Center), El Futuro, Infinity Health and Wellness Center |  | |  | |  | |  |
| **Strategy 7.4.2: Continue to develop Orange County as a dementia-capable community.** | | | | | | | | |
| 7.4.2a. The number of trained staff at partnering agencies is increased to ensure dementia-friendly health services. | OCDOA, UNC, Creative Care Collaborative, Charles House, Duke, Piedmont Health, OCHD, Infinity Health and Wellness Center | Postivie Approach to Care: Dementia Training Skills for professionals held weekly in Sept  Building an Inclusive Community with Dementia Support Skills with Brain Change Training | |  | |  | |  |
| 7.4.2b. A Dementia Capable OC Workgroup with representation of persons living with dementia is created. | OCDOA, UNC, Creative Care Collaborative, Charles House, Duke, Piedmont Health, Infinity Health and Wellness Center | Giant walkthrough blowup brain  Weekly Brain Cafes (engagement and respite)  Weekly Champion Courses (skills training on the Snow Approach)  Volunteer Trainings 4 hrs with certification monthly | |  | |  | |  |
| **Strategy 7.4.3: Support the establishment of new and existing community care neighborhoods.** | | | | | | | | |
| 7.4.3a. County agency programs are used to provide support and training for communities. | OCDOA, OCES, OCSO, Chapel Hill Police Department (CHPD), Carrboro Police Department (CPD), Hillsborough Police Department (HPD), |  | |  | |  | |  |
| 7.4.3b. OCDOA Safety-net services are expanded. | OCDOA |  | |  | |  | |  |
| 7.4.3c. Resources are developed to enable community members to create community care neighborhoods. | OCDOA, OCES, OCSO, CHPD, CPD, HPD, OC Fire  Departments, Infinity Health and Wellness Center | EngAGING ISSUES Orange County area aging related service information presentations UNC Wellness Center at Meadowmont and Orange County Department of Aging volunteer Senior Resource Leader, | |  | |  | |  |
| **Strategy 7.4.4: Expand successful neighborhood connection ideas to reach rural neighbors** | | | | | | | | |
| 7.4.4a. Focus groups with older adults from rural communities are created. | OCDOA, OCES, OCSO, OC Fire Departments |  | |  | |  | |  |
| 7.4.4b. County agency programs are used to provide support and training for communities. | OCDOA, OCES, OCSO, OC Fire Departments, Creative Care Collaborative |  | |  | |  | |  |
| 7.4.4c. OCDOA Safety-net services are expanded. | OCDOA |  | |  | |  | |  |
| 7.4.4d. Resources are developed to enable community members to create community care neighborhoods | OCDOA, OCES, OCSO, OC Fire Departments, Creative Care Collaborative |  | |  | |  | |  |
| **Objective 7.5: Expand accessibility of available health and wellness resources** | | | | | | | | |
| **Strategy 7.5.1: Increase racially diverse participation in health and wellness options.** | | | | | | | | |
| 7.5.1a. The number of multilingual instructors is increased. | OCDOA |  | |  | |  | |  |
| 7.5.1b. Geographic and cultural barriers to participation are addressed. | OCDOA, CGCC, ECCC, Schley Grange Hall (The Grange), Orange County Public Transit (OCPT), Creative Care Collaborative, Infinity Health and Wellness Center, OCES, OC Fire Departments |  | |  | |  | |  |
| 7.5.1c. Scheduled offerings are increased to account for varying schedules and class preferences. | OCDOA, CGCC, ECCC, The Grange, OCPT, Creative Care Collaborative, Infinity Health and Wellness Center, OCES, OC Fire Departments |  | |  | |  | |  |
| **Strategy 7.5.2: Educational programming to increase residents’ awareness of and comfort with class offerings** | | | | | | | | |
| 7.5.2a. Demo classes are offered as part of Health Fairs twice a year. | OCDOA, CGCC, ECCC |  | |  | |  | |  |
| 7.5.2b. Hosting of health education classes is expanded in rural areas. | OCDOA, CGCC, ECCC | Continued group walks once a month in July at Cedar Grove Community Center at Cedar Grove: 5 participants | | Monthly group walks will continue throughout October-December.  An information session for a new Walk with Ease 6-week program will be held on December 19th at 11 am at Cedar Grove Community Center. | | Walk with Ease 6-week program is scheduled to begin in January 2024 | |  |
| **Objective 7.6: Increase access to services to combat food insecurity** | | | | | | | | |
| **Strategy 7.6.1: Establish support and resources to address food insecurity in the community.** | | | | | | | | |
| 7.6.1a. A standardized needs-based screening is created and implemented. | OCDOA, MOWOCNC, Orange Congregations in Mission (OCIM), DSS, Town of Chapel Hill (CH) |  | |  | |  | |  |
| 7.6.1b. A comprehensive list of food distribution services is created. | OCDOA | List updated by OCDOA intern in August | |  | |  | |  |
| 7.6.1c. Educational programs are created to improve understanding of food assistance options (e.g., SNAP, Senior Center lunch programs, Commodity Supplemental Food Program). | OCDOA, MOWOCNC, OCIM, OC DSS, Town of CH, OC Cooperative Extension |  | |  | |  | |  |
| 7.6.1d. Older adults are represented on OC Food Council. | OCDOA, MOWOCNC, OCIM, OC DSS, Town of CH |  | |  | |  | |  |
| **Strategy 7.6.2: Increase participation in programs that combat food insecurity.** | | | | | | | | |
| 7.6.2a. Participation numbers are increased in rural communities with targeted outreach. | OCDOA, MOWOCNC, OCIM, OC DSS, Town of CH, OCSO, HPD, CHPD, OC Cooperative Extension | Weekly food bank Distribution held every Wednesday: Eubanks Park and Ride Lot, 2000 Eubanks Road, Chapel Hill - Average Number of families served monthly: 869 Average Number of individuals served monthly: 2174 | |  | |  | |  |
| 7.6.2b. Enrollment fairs are conducted yearly at designated municipality locations. | OCDOA, MOWOCNC, OCIM, DSS, Town of CH, OCSO, HPD, CHPD, OC Cooperative Extension |  | |  | |  | |  |
| 7.6.2c. Participation numbers are increased in communities of color with targeted outreach. | OCDOA, MOWOCNC, OCIM, DSS, Town of CH, OCSO, HPD, CHPD, OC Cooperative Extension |  | |  | |  | |  |
| **Objective 7.7: Support planning for and fulfillment of individual goals in all stages at the end-of-life** | | | | | | | | |
| **Strategy 7.7.1: Build awareness about end-of-life planning and expand options by increasing visibility of end-of-life issues, normalizing end of life conversations, and supporting educational initiatives for community members.** | | | | | | | | |
| 7.7.1a. Education around end-of-life options with specific examples is increased. | OCDOA, UNC Hillsborough, Clinical Pastoral Education (CPE), SAGE Central NC, Dying Right NC, Green Burial Project, Shrouding Sisters | Monarch Support Group Meetings July, August and Sept:. Created monthly support group that supports older adults experiencing various life transitions related to aging and life after retirement. Promotes mental wellness and promotes taking back power in later life. | |  | |  | |  |
| 7.7.1b. Partnerships with communities of color are established. | OCDOA, UNC Hillsborough, CPE, SAGE Central NC, Dying Right NC, Green Burial Project, Shrouding Sisters |  | |  | |  | |  |
| 7.7.1c. Partnerships with faith-based organizations are established to provide resources and educational opportunities. | OCDOA, UNC Hillsborough, CPE, SAGE Central NC, Dying Right NC, Green Burial Project, Shrouding Sisters |  | |  | |  | |  |
| **Strategy 7.7.2: Support provider and community members’ education to reduce barriers to accessing and using completed advanced care planning documents.** | | | | | | | | |
| 7.7.2a. Educational workshops are established focusing on the incorporation of advance directives within EHRs. | OCDOA, OCES, Creative Care Collaborative, Charles House, UNC, Duke, Piedmont Health | Educational presentation for the OCDoA Caregiver Education Series to educate the community on advance directive options and their differences. | |  | |  | |  |
| 7.7.2b. Yearly training is offered by partnering agencies to their staff. | OCDOA, OCES, Creative Care Collaborative, Charles House, UNC, Duke, Piedmont Health |  | |  | |  | |  |
| **Strategy 7.7.3: Support legislation and policy change to facilitate end of life planning and increase choice.** | | | | | | | | |
| 7.7.3a. Green Burial options are expanded. | Bluestem Conservation Cemetery, OCDOA, Green Burial Project, Shrouding Sisters, Dying Right NC |  | |  | |  | |  |
| 7.7.3b. Affordable Green Burial financial options are identified and expanded | Bluestem Conservation Cemetery, OCDOA, Green Burial Project, Shrouding Sisters, Dying Right NC |  | |  | |  | |  |
| 7.7.3c. Education and information specific to Medical Assistance in Dying (MAID) legislation are promoted by partnering with communities of color and rural communities. | Bluestem Conservation Cemetery, OCDOA, Green Burial Project, Shrouding Sisters, Dying Right NC |  | |  | |  | |  |

**Communication and Information Workgroup – Year 2 Priorities**

Goal 8: Awareness of and access to available services and supports for older adults and their families will increase for everyone.

| **Indicator** | **Lead Agency** | **Q1: Jul – Sep 2023 Activities** | **Q2: Oct – Dec 2023 Activities** | | **Q3: Jan – Mar 2024 Activities** | | **Q4: Apr – Jun 2024 Activities** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Objective 8.1: Increase the accessibility of information regarding available programs, services, and resources throughout the community with an emphasis on reaching diverse populations.** | | | | | | | |
| **Strategy 8.1.1: Create and maintain a comprehensive Orange County Community Contact Database of multilingual health, faith-based, public, civic, and community organizations.** | | | | | | | |
| 8.1.1a. Contacts are identified by individual employees, departments, and community partners, and are used to create a contact list to be shared and maintained by Orange County Community Relations. | Town of Chapel Hill, Town of Carrboro, Town of Hillsboro, and OC Departments, local organizations, and Orange County Community Relations (OCCR) | TOCH Community Relations Manager (CRM), Shay Stevens, joined the OCDOA MAP Communications & Information Workgroup. To invite additional TOCH communicators to join.  OCDoA & TOCH CRM met and discussed a central “registry” of contacts and potential platforms.  Plans made to convene stakeholders to research “registry” platforms to better share agency/resource contacts and reduce duplicated efforts. Include GIS Mapping, governmental PIO, community relations managers, etc.  Two new suggestions to add to the Registry Research List[: Raleigh Neighborhood Registry](https://raleighnc.gov/community/services/raleigh-neighborhood-registry) and UNC Gillings School of Public Health.  [PublicInput](http://www.publicinput.com) community engagement platform for government. It is expensive, but potential for inter-agency cost sharing (?) – leave on the list. |  | |  | |  |
| 8.1.1b. Information sharing is facilitated by liaisons within their organizations. | OCDOA, SHIIP, VC 55+,  Town of Chapel Hill (TOCH) | Met with TOCH Community Relations Manager to discuss working together on community communications initiatives.  OCDoA *Endless Possibilities* e-newsletterwill include a Community Partners & Municipalities section to share information on how to access partner resources. |  | |  | |  |
| **[Completed Year 1]**  8.1.1c. An Orange County Community Relations position that focuses on diversity and inclusion is created, with responsibilities including maintaining resources, relationships, and a comprehensive contact list. | OCCR |  |  | |  | |  |
| 8.1.1d. Orange County Community Relations’ community contact database will identify and include racially diverse and underserved communities and contacts. | OCCR | Discussion ongoing to include GIS mapping by zip code and demographic data to ID underserved communities. |  | |  | |  |
| 8.1.1e. OCDOA information is distributed to contacts with collaborating organizations who report they have shared it with their organization. | OCCR |  |  | |  | |  |
| **Strategy 8.1.2: Further expand OCDOA communications to racially diverse and underserved communities.** | | | | | | | |
| 8.1.2a. Communications are distributed out to racially diverse, Spanish, Mandarin, Karen, Burmese, and low-vision media outlets and are posted at relevant locations and community agencies. | OCCR, OCDOA, NC Reading Service, Aging Well Together (AWT) Radio Show & Podcast | New webpage for [AWT Radio Show](https://www.orangecountync.gov/3210/Aging-Well-Together-Radio-Show) includes current and past episode podcasts. |  | |  | |  |
| 8.1.2b. Key programs, resources, and services are made available in Spanish, Mandarin, Karen, Burmese, and other emerging priority languages as feasible, using the translation tools on the OCDOA website and social media. | OCCR, OCDOA | Communication Assistant completed CivicPlus website training.  Website redesign planning meetings and implementation in process.  Project launching new website design in late October with website “tour” at OCDoA Leadership meeting  Website “tour” for OCDoA Staff in Y1Q2 All Staff Meeting. |  | |  | |  |
| 8.1.2c. “How to Use Our Website” information and translation tool are advertised in Spanish, Mandarin, Karen, Burmese, and other emerging priority languages as feasible, on OCDOA products and outlets. | OCDOA | OCCR will assist with creating a “How to Use Our Website” animated video. Will meet in Q2 to plan. |  | |  | |  |
| **[Complete Year 1]** 8.1.2d. Key documents, ads, and resources are made accessible to people with vision and hearing impairments. | OCDOA |  |  |  | |  | |
| **[Complete Year 1]** 8.1.2e. Tools, including contact forms, flyers, and signage, are created to support staff and front desk volunteers to welcome, interact with, and assist community members from diverse language backgrounds. | OCCR, OCDOA |  |  |  | |  | |
| **[Complete Year 1]** 8.1.2f. New, timely signage is displayed in Spanish, Mandarin, Karen, Burmese, and other emerging priority languages as feasible, to welcome and direct visitors where to get help at both senior centers. | OCCR, OCDOA |  |  |  | |  | |
| 8.1.2g. Endless Possibilities activity guide programs are identified as multilingual friendly and promoted in Spanish, Mandarin, Karen, Burmese, and other emerging priority languages as feasible. | OCCR, OCDOA | Updated with each quarterly publication. |  | |  | |  |
| 8.1.2h. Local government agencies collaborate in outreach efforts to older adults using multiple media sources | OCCR, OCDOA | Ongoing |  | |  | |  |
| 8.1.2i. Endless Possibilities quarterly review and program registration are offered in-person and in multiple languages at both senior centers. | OCDOA |  |  | |  | |  |
| 8.1.2j. Key Endless Possibilities programs are shared and recorded in multiple languages via Facebook Live | OCDOA |  |  | |  | |  |
| 8.1.2k. Volunteer diversity is promoted to increase the recruitment of diverse volunteers. | OCDOA | As a result of our MAP Comm. & Info Matrix Strategy 8.1.2 and Indicator 8.1.2k, OCCR shared Volunteerism Campaign/Committee concept with OC Manager and BOCC.  OCCR requested all OC departments appoint a staff member to the Volunteerism Campaign/Committee  The first Volunteerism Campaign/Committee met July 26, 2023. Three sub-committees were formed:  **~Volunteerism – Committee** to create marketing materials to promote volunteer opportunities in Orange County; highlight benefits of volunteering  **~Volunteer Fair – Committee** to put together a Volunteer Fair to be held in conjunction with National Volunteer Week (April 21-27, 2024).  **Volunteer Recognition – Committee** to examine existing department efforts to recognize volunteers and create a way to celebrate outstanding volunteers at a Board of Commissioners meeting.  OCDOA rep has volunteered to serve on the OC Volunteerism Campaign/Committee  Video interviews, [Volunteer Spotlight: Alicia Reid](https://youtu.be/GRhgKG1iZkM?si=qF5l2AQvwJoz9sOO) and [Volunteer with OCDOA](https://youtu.be/bjzNDy5HNK0?si=aQ3ooF3oTEbiH6a7) recorded and shared on YouTube and Facebook promoting volunteerism. | Communicators assigned to the Volunteerism Campaign/Committee sub-committees (Volunteerism; Volunteer Fair and Volunteer Recognition). | |  | |  |
| **Strategy 8.1.3: Collect “How Did You Hear About Us?” data at all levels of programming and participation.** | | | | | | | |
| **[Complete Year 1]** 8.1.3a. Senior Center registration forms, program registration, surveys, and volunteer applications include “How Did You Hear About Us?” data collection. | OCDOA |  |  |  | |  | |
| 8.1.3b. “How Did You Hear About Us?” data is continuously collected and reported twice a year | OCDOA |  |  | |  | |  |
| 8.1.3c. “How Did You Hear About Us?” data is used to inform communication decisions and priorities. | OCDOA |  |  | |  | |  |
| **Strategy 8.1.4: Explore and expand non-electronic communication outlets.** | | | | | | | |
| 8.1.4a. OCDOA programs, services, and resources are shared with racially diverse and underserved communities and events. | OCDOA |  |  | |  | |  |
| 8.1.4b. OCDOA welcome packets are created and made available for staff and volunteers to share in multiple languages. | OCDOA | Welcome packets assembled and available at both Senior Center  Both Centers report the packets are well received and beneficial | Welcome Packets ran out at Seymour. Ordered & assembled more packets |  | |  | |
| 8.1.4c. Diverse radio stations, television stations, and newspapers are identified and used to advertise OCDOA information. | OCDOA | See 8.1.2a |  | |  | |  |