EDC COA Strategic Planning Workshop Held February 20, 2025
June 2025 Next Steps

June Next Steps is to highlight what topics/ideas we should take action on for the remainder of 2025.

1. **Selected items pulled from the highlights presented at the April 2025 COA meeting.**
2. **Let's Discuss if these items are our priority.**

Selected focus items:
Best Practices:
Have appointed (by BOS, SLT, Placerville) commissioners tell us what topics they discuss with their Supervisor, or City Official. Outcomes, advice from their meetings.
Toolkit for where to get El Dorado County Statistics, demographics, economic statistics.

Advocacy:
Continually advocate for senior funding.
Make sure we are at the table for all the big topics that affect our seniors.

Collaboration/ Partnering:
Collaborate with other organizations with common mission.

Commissioner Training, Toolkit:
Reinforce awareness of senior services available. Have county senior services staff speak to the COA about what services they provide.

Outreach:
All COA members participate in an outreach event.
Update our approach regarding our target populations: Baby Boomers (61-79) require a different approach in comparison to 80+. Communication strategies, aging needs, programs/services that support. Utilize social media, podcasts, community newsletters, work newsletters, etc.
Target those that are caring for seniors – families, partners, neighbors.

South Lake Tahoe:
Define our position and support for SLT seniors

Aging Well:
Promote digital literacy.
Promote financial literacy through articles and posts on social media, senior times.

Original Highlights presented at the April 2025 COA meeting follows:
The Brainstorm exercise asked 2 questions:

1. How can the COA improve the lives of Older Adults in EDC?
2. How can the COA improve its effectivity?

Themes, Thoughts from the exercise are categorized by the two questions

How can the COA improve it's effectivity?

Best Practices:
Gather ideas from other rural county AAA's regarding their approach to issues.
Share best practices at COA meetings.
Have appointed (by BOS, SLT, Placerville) commissioners tell us what topics they discuss with their Supervisor, or City Official. Outcomes, advice from their meetings.
Provide monthly updates if applicable.
Toolkit for where to get El Dorado County Statistics, demographics, economic statistics.

Advocacy:
Continually advocate for senior funding.
Be aware of and be ready to advocate on all government levels for continued funding for older adult programs and services.
Make sure we are at the table for all the big topics that affect our seniors.
Work with BOS to be aware of senior sensitive issues.
Commissioners speak at the BOS meetings during budget process for AAA programs.
Advocate to all age groups – If you aren't a senior you know seniors, and one day you will be a senior.
Participate in town halls.

Collaboration/ Partnering:
How can we support county staff? What do they need from us?
Collaborate with other organizations with common mission.
Partner up with other senior advocacy groups, foundations and work on projects together. i.e. Marshall Foundation, Barton Hospital Foundation, El Dorado Community Foundation.

Commissioner Training, Toolkit:
Orientation for new commissioners**.**
Toolkit for meeting with our community.
Script needed for introducing ourselves as a commissioner, as a special advocate.
Reinforce awareness of senior services available. Have county senior services staff speak to the COA about what services they provide.
Wearable Identity awareness for the COA – hats, t-shirts, buttons, etc.
Leverage the COA website for our own education and for the community.

Outreach:
All COA members participate in an outreach event.
Social Media how to leverage? Have a dedicated COA social media presence, highlighting senior programs. Use pictures of our COA meetings and outreach events.
Update our approach regarding our target populations: Baby Boomers (61-79) require a different approach in comparison to 80+. Communication strategies, aging needs, programs/services that support. Utilize social media, podcasts, community newsletters, work newsletters, etc.
Target those that are caring for seniors – families, partners, neighbors.
All Commissioners, carry Senior Services brochures with you for immediate distribution.
Coordinate with Jordan for venues, events for COA outreach participation.
How to be present in outlying communities. i.e. Grizzly Flats, Cool, Georgetown, Fairplay.
Service clubs, community clubs and organizations. i.e. Rotary, Lions, HOAs, chamber of commerce, library groups, Friends of Libraries.
Outreach to teachers, county employees, large employers, church groups. Utilize their newsletters and meetings to inform them of senior programs and services.
Speak at congregate meal sites. Have lunch and listen to the participants.
Outreach at CSD meetings held in Cameron Park and El Dorado Hills.

How can the COA improve the lives of Older Adults in EDC?

Housing:
Need one voice.
Explore housing options for older adults that can be more quickly implemented. i.e. Shared housing
County waive building permit fees for senior/handicapped renovations and retrofits.
County funding for senior/disabled fire-safe mitigation. I.e. Vegetation management, trees

Senior Nutrition:
Re-energize county nutrition program – participants are low compared to pre-covid.
Promote via social media, presentations to various community groups and churches.

Transportation:
Set up transportation with seniors, county transportation and Jordan.

South Lake Tahoe:
Give more focused support to senior groups in SLT.
Define our position and support for SLT seniors

Aging Well:
Promote annual health check ups, health screenings, and vaccinations.

Support active lifestyle clubs: walking, hiking, pickle ball
Promote digital literacy.
Enhance training programs on the internet, computers, smart phones and smart homes.
Promote financial literacy through articles and posts on social media, senior times.
Provide toolkits for personal safety and disaster preparedness for seniors and people with disabilities.
Support missing middle aging in place – legislation/policy for medicare coverage for in home care services.
Provide seminars in public venues not just Senior Centers.
Create curriculum for younger generations on older adult issues.

Volunteers and Staffing :
Work with the county to speed up process for hiring staff, bringing on volunteers.
Speed up applicants clearance processing time.
Utilize college/ high school students as support help.
Provide scholarships for interns in gerontology programs. (donations)
Promote volunteerism for senior programs (transportation, food delivery) in social media, senior times, and outreach efforts.