

DANE COUNTY 2021 AAA BUDGET PRIORITIES **DRAFT #3**

Draft from POS Agencies (Priorities Ranked)
Approved by AAA Legislative/Advocacy Committee 8/26/20
Approved by AAA Access Committee 8/31/20
Approved by AAA Board 8/31/20

Advocacy

The AAA Board endorses advocacy efforts in two vital areas that reach beyond the scope of what AAA is responsible for during one calendar year. The Board supports the work of community partners in support of:

- Subsidized Senior Housing
- Senior Transportation

Priorities Funded

#1 CASE MANAGEMENT SERVICES – Provide a total increase of 27% of the current program funding (\$226,128) spread over three years (2019-2021) for Case Management Services to meet the increasing demand of the growing senior adult population in Dane County. This equates to \$75,376 each year. The total funding for this program for 2019 is \$2,291,421; Dane County funded 39% of the total 2019 case management funding (\$967,327).

History: Dane County fulfills state-mandated requirements (through the Older Americans Act) to provide supportive services to assist older individuals to remain living in their own homes by funding Client-Centered Case Management Services through 12 Focal Points. Recognizing the need for case management services would far exceed funding, Dane County targeted this program starting in 2014 to fund this program for low-income clients (falling below 240% of the Federal Poverty Level). Despite this effort and additional funds approved by the Dane County Board and/or Executive (\$18,331/2016, \$25,146/2017, \$40,000/2018, \$75,376/2019, and \$75,376/2020), the program funding is not keeping pace with the need. The County Executive added \$75,376 in 2019 and 2020 to fulfill two years of this three year request.

Justification: While the needs for general case management services have significantly increased, the funding for this program has not kept up with the need. This is proven with the following data:

- Increased number of senior adults: 45% increase (74,925/2010 to 108,920/2020 *projected*)
- Increased number of senior adults served: 63% increase (1,979/2009 to 3,163/2018)
- Increased number of service hours: 62% increase (15,372/2009 to 24,824/2018)

In addition to these numbers, the complexity of the needs of our vulnerable, frail senior adults are also increasing. Focal Point Case Managers report the top five challenges seniors faced in 2017 include Low-Income Senior Housing, Supportive Home Care, Mental Health, Transportation, and Benefit Enrollment/Assistance.

Outcomes: By increasing GPR funding to align with historical and projected need, low-income senior adults will receive Dane County Case Management Services that will allow them to remain living in their homes rather than moving to expensive assisted living or nursing home facilities paid by Medicaid.

#2 NUTRITION: Site Management –Increase Senior Nutrition Program site management contract funding by \$48,441 over two years, at 5% each year (\$23,630 in 2020 and \$24,811 in 2021) to reflect a needed cost to continue increase.

History: Senior Nutrition Program Site Management includes coordination and oversight of the following: (1) program outreach targeting low-income, minority, and rural seniors; (2) supervision of a safe and sanitary facility; (3) service of meals in a congregate setting and the delivery of meals to homebound seniors by trained volunteers; (4) collection and data entry of required participant registration and service delivery data; (5) utilization of a meal reservation system to accurately and timely order meals through the County contracted caterer; (6) monthly solicitation of donations for home-delivered meals utilizing a County approved letter, and (7) the provision of nutrition education and isolation reducing activities for senior adults. While site management contracts have received the 2.0 and 3.5% COLA increases in the past two years, it has not kept pace with inflation. The County Board added \$23,630 GPR to the Nutrition Program Funding Base, spreading the funds across 12 Senior Focal Points, which funded this priority for year one of a two-year request.

Justification: Funding for site management has not kept pace with inflation or the increase in labor needed due to the increase in number of meals served and/or delivered by the Senior Focal Points. From 2010-2013, due to sequestration at the Federal level, site management funding decreased 10.9% (from \$459,017 in 2010 to \$408,962 in 2013). As of 2019, site management funding has increased only 2.9% in nine years (\$472,607 in 2019 and \$459,017 in 2010). This increase has largely been from OAA and State match funding. For this reason a 5% minimum increase (\$23,630) in local funding for nutrition site management in 2020 and in 2021 (\$24,811) is needed on a cost to continue basis.

Outcomes: By contributing \$24,811 for site management, Dane County will have met a two year ask bringing Nutrition Site management funding in line with other POS agency increases over the past 10 years. This will support the continuation of 28 senior dining sites serving 100,000 congregate meals per year and 144,000 home-delivered meals packaged and delivered to home bound seniors.

#3 CULTURAL DIVERSITY: Increase funding on a cost to continue basis by a total of \$29,050 to include: (1) \$25,460 to increase two program specialist positions from .75 FTE to 1 FTE and raise their hourly rate to \$22.67/hour (local industry standard); (2) \$3,590 for staff benefits.

History: Funding for the Cultural Diversity Program currently comes from Older Americans Act (OAA) monies and County GPR. However the program budgeted for Dane County's Senior Cultural Diversity Program remained relatively flat from \$31,400 in 2003 to \$43,471 in 2015 for two part-time staff. In 2017 the budget increased to \$74,708 and to \$80,638 in 2018. This money has paid for a contract with NewBridge Madison and allowed the Cultural Diversity program specialist position to increase from 0.63 FTE to 1 FTE. The African American and Latinx Cultural Diversity Programs provide monthly health education discussion and diabetes support presentations. The Latinx Cultural Diversity Program also offers a Grandparents Raising their Grandchildren Caregiver Support Group.

Justification: Dane County continues to experience an increase in racial-minority population (over 13% according to the 2010 Census Data, www.2010.census.gov). The three leading minorities age 60+ represented in Dane County continue to be Latinx, Asian/Hmong, and African American. Dane County population of elderly (age 60+) People of Color (PoC) increased 9.16%, from 4,082 in 2010 to an estimated 4,456 according to the ACS 2009-2013 Estimate. During this same period, White non-Hispanic population grew 6.11%, from 70,843 to 75,171. Census data, using a 2009-2013 Interpolation Method, show the following about individuals living in Dane County: total number of adults age 60+ = 79,627; total number of adults (age 65+) living in a below poverty level household = 4,329; total number of racial-minority adults (age 60+) = 4,456. NewBridge Madison's two cultural diversity program specialist positions cover the entire County. It has been virtually impossible to keep up with the growing population of seniors in Dane County. Currently, 125 African

American and Latinx older adults in Dane County receive health and wellness education and are connected with Focal Point case managers for additional services as needed. This represents less than 10% of all seniors of color in Dane County. For the past three years, NewBridge Madison has struggled to attract applicants and retain quality staff. The \$17/hour salary offered is no longer competitive for this type of position in Dane County, where the average rate is \$19.91/hour. As a result of the inconsistency in staffing the past couple of years, the number of older adults that can be served has decreased. In 2020, in consultation with the Dane County contract manager for the program, NewBridge Madison reduced the program specialist positions to .75 FTE in order to offer a more competitive hourly rate (\$22.67). The increase being requested will restore both positions to full-time FTE's and thus will help attract and retain quality staff.

Outcomes: Provide services for an additional 75-100 African American and Latinx seniors.

Summary

Program	Requested
#1 Case Management	\$75,376
#2 Nutrition: Site Management	\$24,811
#3 Cultural Diversity	\$29,050
TOTAL	\$129,237