



# SONOMA COUNTY AGING & DISABILITY COMMISSION

## Commission Meeting



Location:	Carnelian Conference Room, 3725 Westwind Blvd. Santa Rosa 95403
Date:	Wednesday, January 21, 2026
Time:	12:00 PM – 3:00 PM <b>**Time Change**</b>
Public Zoom Link:	<a href="https://zoom.us/j/97845062226?pwd=2LdD46H2bzPmbir6F7FFerP9E563Aj.1">https://zoom.us/j/97845062226?pwd=2LdD46H2bzPmbir6F7FFerP9E563Aj.1</a>
Phone Number:	1 (669) – 444 – 9171

**Sonoma County Aging & Disability Commission Mission: The Aging & Disability Commission gives voice to the diverse needs of Sonoma County's older adults, people with disabilities, and their caregivers.**

## Agenda

12:00 1. Welcome and Commission Member Introductions Helman  
*Commission Members, whether in person or virtually, will introduce themselves. Member introductions will include their Name, City of Residence, District (1-5), and Supervisor's Name.*  
  
*Members participating virtually will need to disclose if there is anyone over the age of 18 in the room with them.*

12:05 2. Follow-Up Exercise from the Commission Planning Day Huntsperger  
*The Commission will participate in a follow-up exercise, building on the August 2025 Planning Day.*

1:00 \*\*BREAK\*\*

1:05 3. Approval of the 11.19.2025 Commission Meeting Minutes Helman  
*The Commission will review the meeting minutes and may approve them as presented or with modifications.*

1:07 4. Public Comment and Commission Member Open Forum Huntsperger  
*The public may address the Commission on any items on the agenda and on matters within the Commission's jurisdiction. The Committee cannot take action on non-agenda items. Public comments will be limited to three (3) minutes per speaker.*

- *In-person attendees who wish to speak may indicate their request to speak during this time. When recognized by the Chair, please state your name and begin your comments.*
- *Virtual participants who wish to speak must use the “Raise Hand” feature located within Zoom. When it is your turn to speak, the host will unmute your microphone and prompt you to speak. Please state your name and begin your comments*

1:10	5. Chair Updates  <i>The Chair will provide updates for the Commission to review and discuss.</i> <ul style="list-style-type: none"><li>• Reports</li><li>• Commission Status Update</li></ul>	Helman
1:20	6. Director/Staff updates:  <b>Director Update:</b> <i>The AAA Director will provide updates on relevant matters for the Commission, including recent developments or upcoming events.</i> <ul style="list-style-type: none"><li>• Budget</li></ul> <b>Staff Update:</b> <i>The AAA Staff will provide updates on relevant matters for the Commission, including recent developments or upcoming events.</i> <ul style="list-style-type: none"><li>• AAA Program Monitoring</li><li>• SB 707 – Brown Act <i>Provide an update on the changes to the Brown Act and the impact on the Commission</i></li><li>• Area Plan Updates <i>Commissioners are asked to review the Area Plan Update and submit questions by January 9, 2026.</i></li><li>• Area Plan Update Year 2 (FY 25/26) <i>Provide an update on the Area Plan.</i></li><li>• Area Plan Needs Assessment <i>Provide an update on the FY 28-32 Area Plan Needs Assessment Plan.</i></li></ul>	Dunaway, Milner, Huntsperger
1:40	7. Linkages Program Presentation	Hernandez

*Presentation by Jessica Hernandez on Linkages Case Management Services.*

2:00	**BREAK**	
2:15	8. Written Report Discussion <i>The Commission will discuss the written reports attached to the agenda.</i>	Helman
2:25	9. Board of Supervisors Meeting – Fall 2025 & Spring 2026 <i>Fall 2025: Commission members from each County District will provide a report on their meeting with their respective Board of Supervisors.</i> <i>Spring 2026: Commission members will review the topics and due dates for the next set of meetings.</i>	Helman
2:30	10. Standing & Ad Hoc Committee Report <i>Standing and Ad Hoc Committee Members will provide updates on their activities, progress on assigned tasks, and recommendations or actions for the Commission.</i> <ul style="list-style-type: none"><li>• Standing Committee: No Wrong Door <i>The Committee will provide an update on the progress of the work.</i> <i>Interim Chair: Suzanne Edwards</i></li><li>• Ad Hoc Committee:<ul style="list-style-type: none"><li>○ Community Convening Topics <i>Ad Hoc to convene disability service providers for a discussion about shared experiences and challenges and how the Commission can better represent their voices.</i> <i>Lead: Eddie Estrada</i> <i>Due: February 4, 2026</i></li><li>○ Research Report - <b>Action</b> <i>Ad hoc will research and summarize the ways older adults, people with disabilities and their caregivers learn about services and supports.</i> <i>Lead: Trayce Beards</i> <i>Due: 1/7/2025</i></li><li>○ Website Recommendation – <b>Action</b> <i>Develop and make recommendations for the Commission's webpage to make it welcoming, informative, and simple to navigate.</i> <i>Lead: TBD</i> <i>Due: March 4, 2026</i></li><li>○ FY 26/27 Area Plan Objectives - <b>Action</b></li></ul></li></ul>	Helman, Edwards

*Review, develop, and make a recommendation on the Commission's FY 2026/27 Area Plan Objectives.*

*Lead: TBD*

*Due: March 4, 2026*

3:00 11. Adjourn

Helman

## **Attachments:**

Minutes (11.19.2025), A&DC – Ad Hoc Committee Proposal FY 2026/27 Area Plan Objectives - NEW, and A&DC – Ad Hoc Committee Proposal Website Recommendation - NEW

## **Written Reports:**

A&DC Research Report – Awareness of 565-INFO, and AAA – Meals on Wheels Waitlist Update Report

Supplemental materials related to an agenda item are available for public inspection during normal business hours at the Adult & Aging Office, 3725 Westwind Blvd., Suite 101, Santa Rosa. All listed times are approximate and subject to change. Agenda items are scheduled for consideration by the Commission, which may or may not choose to act. Breaks may be called at the discretion of the Chair. If you need any accommodation to effectively participate, please contact [aaa@schsd.org](mailto:aaa@schsd.org) or (707) 565-5238 at least 48 hours prior to the meeting. To receive the AAA Newsletter: [AAA@schsd.org](mailto:AAA@schsd.org).

### Aging & Disability Commission Members:

**Chair:** Jenny Helman

**Vice Chair:** Robin Thompson

**Secretary:** Deanna Shaat

**Former Chair:** Diane Spain

**Parliamentarian:** Trayce Beards

**Commission:** Rick Baum, Suzanne Edwards, Sandra Hoevertsz, Denise Johnson, Terry Kelley, Jaime Peñaherrera, Alain Serkissian, Priyanka Varma, Eddie Estrada

**AAA Director:** Paul Dunaway

**Community Services Program Manager:** Cody Souza-Milner

Upcoming Events:

- Executive Meeting: Tuesday, February 10, 2025, from 11:00 AM – 12:30 PM
- Commission Meeting: Wednesday, February 18, 2025, from 1:00 PM – 3:00 PM
- California Senior Legislature Applications Due March 31, 2026
  - To be sworn in during the October 2026 Annual Legislative Session
- Legislative Representatives to be invited to the April 2026 Commission Meeting Area Plan Public Hearing in March 2026
- Windsor Senior Expo: June 7, 2026 from 10:00 Am – 2:00 PM
- AAA Program Monitoring

Upcoming ADRU Table Events:

- None at this time



## Sonoma County Aging & Disability Commission Meeting



### Minutes

Wednesday, November 19th, 2025 | 1:00PM-3:00PM

Carnelian Conference Room, 3725 Westwind Blvd. Santa Rosa 95403

**In-person Attendance:** Deanna Shaat, Robin Thompson, Trayce Beards, Denise Johnson, Suzanne Edwards, Jenny Helman, Alain Serkissian, Eddie Estrada, Rick Baum, Jaime Penaherrera, Erick Larson (*Emeritus Member*), Don Streeper (*Emeritus Member*)

**Virtual Attendance:** Diane Spain, Monte Cimino

**Absent:** Terry Kelley (*Leave of Absence*), Priyanka Varma

**Staff Attendance:** Paul Dunaway, Cody Milner, Cassandra Denson (Zoom), Joni Huntsperger

### 1. Welcome & Commission Member Introductions (Helman) (1:00PM)

### 2. Approval of the 10.15.2025 Commission Meeting Minutes (Helman)

Approved as Written.

### 3. Public Comment and Commission Member Open Forum

Megan Kelly, Petaluma People Services Center: Has reduced the Nutrition Waitlists. Gave updates for the iRide program; currently looking for volunteer drivers. Provided a brief staffing update.

### 4. Chair Updates (Helman)

*The Chair provided updates for the Executive Committee to review and discuss.*

#### Acknowledgements

- Jaime Penaherrera for completing his PhD program.
- Cody Milner for one year of service.

#### Reminder on January Meeting

- An extra hour will be added to the January meeting as a follow-up for the August planning day. (12:00PM-1:00PM, Commission meeting follows from 1:00PM-3:00PM)

#### CDA Program Monitoring Summary

- Provided a high-level summary of the CDA Program Monitoring that took place the week of October 20<sup>th</sup>.
- CDA shared they were impressed with the Commission's engagement in the Area Agency on Aging.
- A formal CDA Report will be issued within 60 days and will include findings.
- Generally, findings included updates to Policies and Procedures, many already corrected.



## Sonoma County Aging & Disability Commission Meeting



### Area Plan Updates

- Commissioners are asked to review the Area Plan Update and submit questions by January 9, 2026.

### **5. Director/Staff Updates (Dunaway, Milner, Huntsperger)**

#### Director Update:

*The AAA Director provided updates on relevant matters for the Commission.*

- Government Reopened
  - Passing of the Continuing Resolution for Older Americans Act
  - SNAP/CalFresh benefits are reinstated
- PSA (Planning Service Area) Update
  - Santa Barbara AAA is at risk of being defunded.
  - Ventura County has elected to give back its AAA membership to the State (CDA)
- SB 1249
  - Changes in determining AAA Boundaries, Required Core Services Areas, and creation of a Data dashboard.
- Liz Fuller, California State Assembly – Committee on Aging & Long-Term Care, is touring three Area Agencies on Aging (AAAs) throughout the state and has selected Sonoma County as one of the sites to visit.

#### Staff Update:

*The AAA Staff provided updates on relevant matters for the Commission, including recent developments or upcoming events.*

- Reminder: Volunteer Logs Due soon. Reporting on July – December 2025 activities. Due January 15, 2026

#### MPA and LADAP Update:

*The MPA Program Manager provided updates on relevant matters for the Commission, including recent developments or upcoming events.*

- MPA Regional Work
  - A Wellness, Equity, and Inclusion Action Team will be established, with a focus on developing more inclusive data collection and survey practices.

### **6. Veterans Program Presentation (Jensen)**

*Presentation by Matt Jensen on Veteran Services.*

- Accredited by Cal Vet and National Vets Services.
- VSO brought in ~\$5.8Million on new benefits claims to Vets.
- Types of Claims the VSO assists with: Service-Connected Disability Claims, National Safe Pension Claims, Surviving Spouse Benefits, and Burial Claims.



## Sonoma County Aging & Disability Commission Meeting



- 92% success rate on claims.
- VSO provides referrals to outside resources.
- Reviewed "Judy", a case study of available support by the VSO.
- Contact information for the VSO will be forwarded to the Commission.

### **BREAK**

#### **7. California Senior Legislature Assembly Member Presentation (Flett)**

*Mary Flett, senior CSL Assembly Member, reported on the recent annual meeting.*

- Represents 33 PSAs
- Current CSL Recommendations:
  - EBT sales tax exemptions.
  - Senior childcare tax credit.
  - Moving Digital Literacy programs from the Education Department to the Public Health Department.
  - Remove laptop tracking requirements for digital programs by AAAs.
- Updates to the Brown Act:
  - Signed by the Governor
  - Changes in virtual meetings

#### **8. Written Report Discussion (Helman)**

*The Commission discussed the written reports attached to the agenda.*

#### **9. Board of Supervisors Meeting Updates (Helman)**

*Each District provided a status update on the scheduling of their meeting with their Board of Supervisors*

- D1: Experiencing difficulty scheduling with the representative's office.
- D2: December 22<sup>nd</sup> meeting planned
- D3: Completed
- D4: Completed
- D5: Waiting for a response from the representative's office.
  - Those who still need to schedule should make appointments in March 2026.

#### **10. Standing & Ad Hoc Committee Report (Helman)**

##### **Standing Committee: No Wrong Door**

The Committee will provide an update on the progress of the work.

- Met October 28<sup>th</sup>. Next meeting is December 16th.
- Toolbox has been created. It will be saved to the Commission resources page.



## Sonoma County Aging & Disability Commission Meeting



- PowerPoint presented by Sandra Hoevertsz is being updated and will be added to the toolbox.

### Ad Hoc Committees:

- Community Convening Topics

*Ad Hoc to convene disability service providers for a discussion about shared experiences and challenges, and how the Commission can better represent their voices. Lead: Eddie Estrada. Due: February 4, 2026*

- The meeting was held last week. The next meeting is on December 3<sup>rd</sup>.
- Working to identify themes and event names.
- Goal to bring attention to the consumer/community services providers, bring them together, etc.

- Commission Recruitment Plan - Action

*Ad Hoc to develop and recommend recruitment activities based on outreach priorities.*

*Lead: Jenny Helman. Due: 10/29/2025*

- Recommendation included in Commission Packet; reviewed by the Commission.
- Membership cards were given out to the Commissioners. The Commissioners have requested an electronic version.
- Commissioners discussed the planned focus areas and Commission demographics.

**Motion:** Approve the Ad Hoc's recommendations.

**1<sup>st</sup> Motion:** Trayce Beards, **2<sup>nd</sup> Motion:** Deanna Shaat, **Vote Result:** Approved

- Research Report

*Ad hoc will research and summarize the ways older adults, people with disabilities, and their caregivers learn about services and supports. Lead: Trayce Beards. Due: 1/7/2025*

- Differentiating between self-found online information and information provided by "trusted intermediaries".
- Discussed advertising/outreach recommendations for ADRH.

### **11. Adjourn (Helman)(3:00PM)**

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## Sonoma County Aging & Disability Commission Meeting



effectively participate, please contact [aaa@schsd.org](mailto:aaa@schsd.org) or (707) 565-5238 at least 48 hours prior to the meeting.

To submit items for the AAA Newsletter, or to receive the AAA Newsletter: [AAA@schsd.org](mailto:AAA@schsd.org)

### **Upcoming Meetings:**

- Executive Committee: **No Meeting in December**
- Commission Meeting: **No Meeting in December**
- Next Executive Committee: January 13<sup>th</sup>, 2026
- Next Commission Meeting: January 21<sup>st</sup>, 2026

### **Upcoming ADRU Table Events:**

N/A

DRAFT



## SONOMA COUNTY AREA AGENCY ON AGING

3725 Westwind Blvd., Ste. 101  
Santa Rosa, CA 95403

### January 2026: Update on Home-Delivered Meals Waitlist

All providers have implemented a standardized prioritization tool for the Home Delivered Meal program that ranks clients as low, moderate, or high risk. As of December 2025, Petaluma People Services Center does not have anyone on their waitlist. Council on Aging has 111 people on their Home Delivered Meal waitlist and 66 people on their To-Go waitlist. Council on Aging aims to eliminate their Home Delivered Meal waitlist within 3-4 months.

To: Aging & Disability Commission  
From: Ad hoc committee for Research Report #1 (Trayce, Robin, Diane, Priyanka, Alain, Eddie)

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## Introduction to Research Report #1

As part of our 2025-26 annual objectives, the Commission will produce two Research Reports summarizing topics affecting the dignity, independence, and quality of life of the people we represent. At our August Planning Day, we identified “community awareness of 565-INFO” as a topic for Research Report #1. An ad hoc committee compiled this report based on online searches and discussions with key stakeholders.

## Commission Discussion

- This draft report suggests strategies that staff may choose to implement. Does issuing these recommendations fit within our role as advisors to AAA and ADRH staff?
- Does the draft contain any errors or omissions?
- Are the strategies relevant? Are six strategies too many? Should any be deleted?
  1. Highlight 565-INFO as an Information & Assistance line.
  2. Remind community partners about 565-INFO regularly.
  3. Portray 565-INFO as local and countywide.
  4. Ask community partners to promote 565-INFO.
  5. Improve search engine optimization.
  6. Post information about inclusion, accessibility, and confidentiality.
- Should images in appendices be incorporated into the flow of the report instead of grouped at the end?
- Any other formatting changes to improve readability?

## January 21<sup>st</sup> Action Item

After discussing the draft report, the Commission may decide to:

1. Approve the report, incorporating the Commission’s edits, or
2. Ask an ad hoc committee for additional work on the report, or
3. Reject the draft report.

## Next Steps for Finalized Report

- Share with Adult & Aging staff
- Post on Commission website
- Include in spring progress report to county supervisors
- Forward to No Wrong Door Committee



## Research Report – January 2026

# Increasing Awareness and Accessibility of 565-INFO

## Summary

- 565-INFO offers free, local, unbiased Information and Assistance (I&A) to find aging and disability resources and benefits.
- While 565-INFO is an excellent way for people to find help, Commission members often meet community partners and members of the public who have never heard of 565-INFO.
- This report suggests ways to increase awareness of and access to 565-INFO.

## Background

565-INFO (4636) is an Information & Assistance (I&A) line operated by the Adult & Aging Division of Sonoma County's Human Services Department. Calls, emails, and chats are answered by a team of social workers, who connect visitors with in-house and community-based resources and follow up to make sure needs were met.

565-INFO is the contact number for the Aging & Disability Resource Hub (ADRH), a network of organizations working together to improve access to services. County staff promote the ADRH and 565-INFO through online posts; ads on radio, TV, buses, and newspapers; postcards distributions; public presentations; and staffing informational tables at community events. Staff are required to inform people – especially those with the greatest needs – about supportive services that are available, and to assess the effectiveness of their outreach efforts.<sup>1</sup>

Many people who need help don't know where to go or what to ask for. A top concern identified year after year by Sonoma County Area Agency on Aging (AAA) needs assessments is, "I don't know what services are available to me."<sup>2</sup>

Members of the Aging & Disability Commission want more people to know about 565-INFO so they can learn what services are available to them. As community advisors to county staff and the Board of Supervisors, the Commission compiled this report to suggest ways to increase awareness of and access to 565-INFO.

*"You don't notice the lemon pie until you're hungry for lemon pie."*

- Retired Community Resources Specialist

## Desired Outcomes and Suggested Strategies

### 1. Awareness

#### Desired Outcome:

Partners serving Sonoma County's older adults, people with disabilities, or their caregivers are familiar with and actively promoting 565-INFO as a free, unbiased, and trusted source of aging and disability Information & Assistance.

#### Suggested Strategies:

##### A. Promotional materials highlight 565-INFO as an Information & Assistance line.

The most important thing for people to remember is the phone number.

- Can promotional materials prominently feature 565-INFO and label it as an Information and Assistance line? See Appendix A (p. 6-7) for examples.

##### B. County staff remind partners about 565-INFO regularly and in various ways.

Community partners serving older adults, people with disabilities, or their caregivers need to be familiar with 565-INFO so they can enthusiastically recommend it to their clients, and use it themselves. Reminders should be varied and repeated.

- Can postcards and posters be distributed to and through designated partners on a regular schedule?
  - How can volunteers be utilized to plan and execute distributions?
- Can partners be invited to request in-person presentations, or view recorded presentations online?
  - How can volunteers be utilized to provide presentations countywide?
  - Do we have the capacity to provide presentations in other languages?
- Can written and video posts on social media and in partner newsletters remind people of 565-INFO as a resource?
  - The County of Sonoma posts about ADRH on Facebook and Nextdoor and in the Area Agency on Aging eBlast newsletter. See Appendix B (p. 8) for examples.
  - Does the Human Services Department post about 565-INFO on their Facebook page? Does the Adult & Aging Division have a Facebook page?
  - Council on Aging donates space in their Sonoma Seniors Today newsletter to promote 565-INFO and local resources. What other newsletters are available?

**C. Promotional materials portray 565-INFO as locally-based and serving the entire county.**

“If I call 565-INFO, who answers the phone?” “Will they know about Sonoma County resources?” “Can they help me if I live in Cloverdale?” (or on the coast, or in Sonoma Valley?) Let’s promote 565-INFO as “homegrown” and being used by people just like you.

- Can posts in social media and partner newsletter include:
  - Videos and pictures of local services and events?
  - Client testimonials?
  - Examples of popular resources?

*“Seniors feel it’s a ‘hotline’ and they don’t love to be referred to what feels like a hotline.”*

- Senior Center Director

## 2. Accessibility

### Desired Outcome:

People searching for aging and disability resources can find and access 565-INFO.

### Suggested Strategies:

**A. Partners refer to 565-INFO as a source of Information and Assistance (I&A).**

Sometimes you’re not sure what you’re looking for, or who to ask. Or maybe you’re not finding what you need on the internet. It would be helpful to highlight 565-INFO at every opportunity, “For aging and disability resources, call Information and Assistance.” When people are lost or stuck, they should be able to find 565-INFO as a safety net.

- Can **in-house resource directories** prominently feature 565-INFO as a place to call for specialized I&A? Do visitors to these sites see where to call for help?
  - Aging & Disability Resource Hub website  
<https://www.socoadrh.org/>
  - Aging & Disability Resource Directory website and printed directory  
<https://agingdisabilitysonomacounty.org/>  
See Appendix C (p. 10) for how 565-INFO can be featured in the directory.
  - Open Doors: Aging & Disability section  
<https://opendoorssc.com/>  
(Does Human Services maintain two Aging & Disability resource databases?)

- Can **partners' online resource directories** refer to 565-INFO as a place to call for specialized I&A? For example:
  - 2-1-1  
<https://211sonoma.org/seniors/>
  - Kaiser Permanente's Community Support Hub  
<https://healthy.kaiserpermanente.org/health-wellness/social-health/>
  - Partnership HealthPlan's community resources  
[https://www.partnershiphp.org/Community/Documents/Sonoma/Sonoma\\_Senior.pdf](https://www.partnershiphp.org/Community/Documents/Sonoma/Sonoma_Senior.pdf)
- Can **ADRH extended partners** and other community partners be asked to refer to ADRH and 565-INFO on their websites and in their newsletters? See Appendix D (p. 11) for how Council on Aging and Petaluma People Services Center link to the ADRH website. Note that one of the logos lists 565-INFO as the I&A line.

#### **B. Search Engine Optimization ensures that 565-INFO is easy to find online.**

“Search engine optimization” (SEO) refers to a variety of ongoing strategies that keep a website elevated in internet search results, so the site is easier for people to find. In researching this report, Commission members tried sample internet searches with different aging and disability-related search terms to find out how often the results directed us to ADRH or 565-INFO. While inconsistent, A.I. results generally directed us to ADRH, but other search results didn’t always include ADRH near the top, particularly when search terms included a specific city.

- Who is responsible for ongoing search engine optimization for the ADRH and resource directory websites? How often are results monitored?

#### **C. Websites for ADRH and the Resource Directory, and the printed directory answer questions about Inclusion, Accessibility, and Confidentiality.**

“Are these services for me?” “Can I trust 565-INFO?” Websites should reassure visitors that 565-INFO is confidential, available to anyone, and assistance is available if needed.

- Who is eligible to receive Information and Assistance through 565-INFO?
  - Are visitors required to provide their name? Street address? Immigration status?
  - Does this cost money? Are the resources only for people with low incomes?
- What assistance is available to help people utilize the site or directory? How can assistance be requested? E.g.:
  - For a visitor with a disability? For a visitor who doesn’t speak or read English?
- What happens to the information that visitors provide to 565-INFO?
  - Is a visitor’s personal information stored or shared?
  - Could information be forwarded to Adult Protective Services or law enforcement? If so, will the person contacting 565-INFO be identified?

## Summary of Strategies Suggested in This Report

### Awareness

- A. Promotional materials highlight 565-INFO as an Information & Assistance line.
- B. County staff remind partners about 565-INFO regularly and in various ways.
- C. Promotional materials portray 565-INFO as locally-based and serving the entire county.

### Accessibility

- A. Partners refer to 565-INFO as a source of Information and Assistance (I&A).
- B. Search Engine Optimization ensures that 565-INFO is easy to find online.
- C. Websites for ADRH and the Resource Directory, and the printed directory answer questions about Inclusion, Accessibility, and Confidentiality.

## Next Steps

- The Commission will share this report with staff, the public, and county supervisors.
- The Commission's No Wrong Door Committee may use this report as they advise ADRH staff on program design, operation, and quality improvement from a community perspective.<sup>3</sup>
- County staff may investigate how to utilize volunteers to promote 565-INFO. Many Commission members are interested in volunteering.

## About the Aging & Disability Commission

Sonoma County's Aging & Disability Commission is a diverse and passionate group of volunteers who advise the Board of Supervisors and county staff on behalf of older adults, people with disabilities, and their caregivers. Monthly meetings in person or on Zoom are open to the public, and everyone's voice is welcome!

Learn more at <https://sonomacounty.ca.gov/sonoma-seniors>.

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<sup>1</sup> Aging and Disability Resource Connection Designation Criteria, version 2.0, 2021, p. 5, § 1.1  
<https://aging.ca.gov/download.ashx?IE0rcNUV0zZnb2y%2bi4EbJw%3d%3d>; Older Americans Act, Area Plans [42 US Code § 3026\(a\)\(4\)\(B\)](#)

<sup>2</sup> Area Agency on Aging Area Plan  
<https://sonomacounty.gov/Main%20County%20Site/Health%20and%20Human%20Services/Human%20Services/Adult%20and%20Aging/Documents/AAA%20Advisory%20Council%20Meeting/2025/2024%20-%202028%20Area%20Plan%20Update%202025%20-%20DRAFT.pdf>

<sup>3</sup> Aging and Disability Resource Connection Designation Criteria, version 2.0, 2021, p. 13, § 5.3  
<https://aging.ca.gov/download.ashx?IE0rcNUV0zZnb2y%2bi4EbJw%3d%3d>

## Appendix A

### Promotional Materials Highlighting 565-INFO as an I&A Line

- ADRH logo, with and without 707-565-INFO



- Examples of logos highlighting the Information & Assistance line



## Appendix A (continued)

### Promotional Materials Highlighting 565-INFO as an I&A Line

- Examples of 565-INFO on bus display and giveaway items (pill boxes, magnet, hand sanitizer)



## Appendix B

### Social Media Posts



## Appendix B (continued)

### Social Media Posts

 County of Sonoma   
County of Sonoma Public Affairs · 18 Jul

🏡 ❤️ Get the support you need to live independently and thrive — Obtenga el apoyo que necesita para vivir de forma independiente y prosperar 🏠 ❤️

[En español abajo]  
Need help staying safely at home? The Sonoma County Aging & Disability Resource Hub is here for you!

This one-stop online hub connects older adults, people with disabilities, caregivers and service providers to vital services—health care, transportation, nutrition and more—offered by local, state and federal partners.

📞 Call (707) 565-INFO (4636), or  
💻 Visit [www.socoadrh.org](http://www.socoadrh.org) and click the chat icon to speak with a social worker.

🔗 For even more services from the County, visit: <https://sonomacounty.gov/health-and-human-services/human-services/older-adults-people-with-disabilities>

Share this resource—someone you know might need it!  
~  
¿Necesita ayuda para permanecer seguro en su hogar? ¡El Centro de Recursos para Personas Mayores y con Discapacidad del Condado de Sonoma está aquí para ayudarle!

Este centro integral en línea conecta a personas mayores, personas con discapacidades, cuidadores y proveedores de servicios con servicios esenciales, como atención médica, transporte, nutrición y más, ofrecidos por socios locales, estatales y federales.

📞 Llame al (707) 565-INFO (4636), o  
💻 Visite [www.socoadrh.org](http://www.socoadrh.org) y haga clic en el icono de chat para hablar con un trabajador social.

🔗 Para obtener aún más servicios del condado, visite: <https://sonomacounty.gov/health-and-human-services/human-services/older-adults-people-with-disabilities>

Comparta este recurso, ¡alguien que usted conoce podría necesitarlo! (Traducción de DeepL)

#SoCoHumanServices #SeniorServices #DisabilityResources #OnlineChat

NEED HELP TO STAY SAFELY AT HOME?



WE CAN HELP




707-565-4636  
[www.socoadrh.org](http://www.socoadrh.org)

SONOMA COUNTY  
**aging +  
disability  
RESOURCE  
HUB**

¿NECESITA  
AYUDA PARA  
PERMANECER  
SEGUNDO EN  
CASA?



PODEMOS AYUDAR



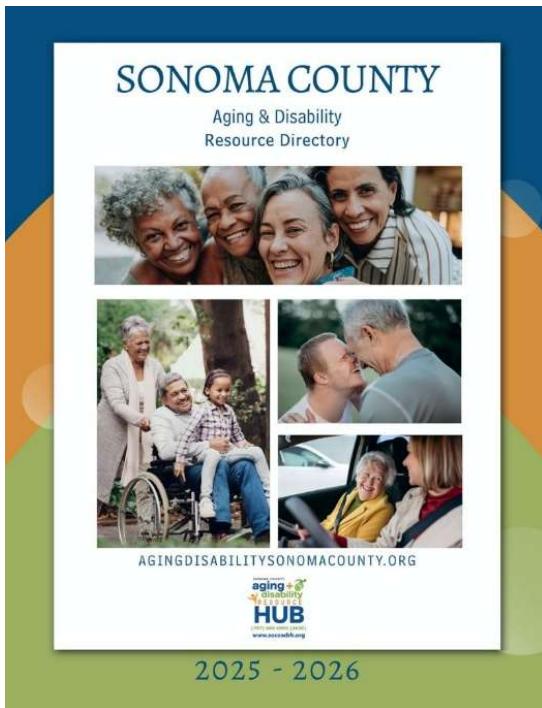

707-565-4636  
[www.socoadrh.org](http://www.socoadrh.org)

SONOMA COUNTY  
**CENTRO  
de RECURSOS  
de envejecimiento  
+ discapacidades**

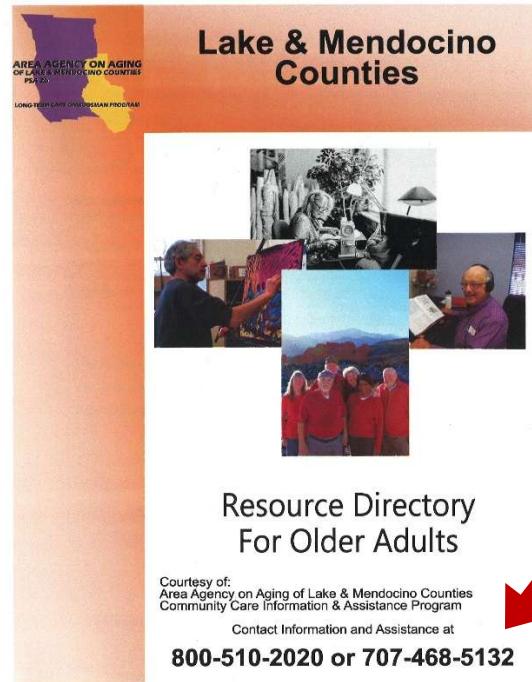
## Appendix C

### Resource Directory Featuring Phone Number to Call for I&A

#### Cover of Resource Directory



#### Example of cover highlighting the I&A line



#### Inside directory, describing ADRH



#### Inside directory, highlighting the I&A line



## Appendix D

### Websites of ADRH Extended Partners Referring to ADRH

Clicking on the Hub logo links to [www.socoadrh.org](http://www.socoadrh.org).

- **COUNCIL ON AGING**

Home About Us Meals On Wheels Drive Up Pick Up Services Aging PEARLS Events News

[Home](#) > [Aging](#) > Links & Resources

#### AARP Free Tax Resources

#### Aging & Disability Resource HUB - Sonoma County

Providing equitable access to information, assistance, and support needed to live as independently as possible at home.



#### American Association of Retired Persons

Senior discounts on many items.

- **PETALUMA PEOPLE SERVICES CENTER**

SENIOR SERVICES MENTAL HEALTH HOUSING INSECURITY ROHNERT PARK SERVICES CENTER  
CRISIS INTERVENTION YOUTH SERVICES

English DONATE

**Click for Resources:**

Proud partner of  
SONOMA COUNTY  
**aging + disability  
RESOURCE  
HUB**

Sonoma County Master Plan for Aging  
PPSC Grievance Policy

ADULT DAY RESPITE  
CASE MANAGEMENT  
HOME DELIVERED MEALS  
CAFÉ 211  
iRIDE  
CAREGIVER SUPPORT GROUP  
FALLPROOF!  
COUNSELING  
HEALTHY IDEAS  
PEARLS  
MORE RESOURCES



## Proposed ad hoc committee Website Recommendations

1/21/26

Ad hoc committee procedures:

- The Commission may establish an ad hoc committee **to complete a specific task within a limited time frame.**
- The number of members must be less than a quorum of the Commission.
- Meetings are exempt from Brown Act requirements, so can be on Zoom or by email.
- Meetings do not require staff support, but staff may be asked for help if needed.

The Executive Committee has proposed establishment of a new ad hoc committee:

### **Website Recommendations**

Background: Until recently, the Commission and the Area Agency on Aging (AAA) shared a joint webpage. Staff have been moving AAA items to their own separate page. The Commission page ([sonomacounty.ca.gov/sonoma-seniors](http://sonomacounty.ca.gov/sonoma-seniors)) needs to be updated. Staff will do their best to implement Commission requests within the limitations of the site's functionality.

Specific Task: **Recommend updates that make the Commission's webpage welcoming, informative, and simple to navigate.**

Committee will:

- Draft introductory language describing the Commission.
- Decide what information and documents should be available on the page.
  - What does the public need?
  - What do members need?
- Organize the information under drop down headings that make it easy for people to find what they're looking for.
- Communicate with AAA staff about the feasibility of any format changes.

Time Frame: **Submit recommendations to Jenny and Cody by March 4, 2026.**

**Commission tasks for today:**

1. Take a vote on establishing the committee.
2. Ask who is interested in serving on the committee. (Up to 6 members)
3. Designate a Lead to schedule meetings and coordinate the committee's work.



## Proposed ad hoc committee 2026-27 Objectives

1/21/26

Ad hoc committee procedures:

- The Commission may establish an ad hoc committee **to complete a specific task within a limited time frame.**
- The number of members must be less than a quorum of the Commission.
- Meetings are exempt from Brown Act requirements, so can be on Zoom or by email.
- Meetings do not require staff support, but staff may be asked for help if needed.

The Executive Committee has proposed establishment of a new ad hoc committee:

### 2026-27 Objectives

Background: At the Area Plan Public Hearing in March, the Commission will approve the objectives that will guide their work from July 2026 to June 2027.

Specific Task: **Recommend 2026-27 objectives for the Commission.**

Committee will:

- Revisit the Commission's mission and agree on desired outcomes for the coming year.
- Review 2025-26 objectives and consider:
  - Which have been completed or will be by June?
  - Are the objectives helping us reach our desired outcomes?
  - Which 2025-26 objectives should be continued?
- Consider whether any new objectives should be added.

Time Frame: **Submit recommendations to Jenny and Cody by March 4, 2026.**

**Commission tasks for today:**

1. Take a vote on establishing the committee.
2. Ask who is interested in serving on the committee. (Up to 6 members)

Deanna has been designated as the Lead of this committee and will contact members to schedule the first meeting.