



# Mayor's Commission on Aging

City of Oakland – Human Services Department

Lionel J. Wilson Building

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**Wednesday, December 2, 2020**

**Held via Teleconference**

## MINUTES

### 1. Call to Order

Chair Bryan Ricks called the meeting to order at 10:06 a.m. The meeting was held via teleconference.

### 2. Roll Call and Determination of Quorum

**Present:** Bryan Ricks, Martha Scott, Asha Beene-Clark, Michael Coleman, Diana Garrett, Toni Gomez, Tomye Neal Madison, Shannon McDonnell, Jacqueline Phillips, Jennifer Seibert

**Absent:** Cheryl Moore

*A quorum was established.*

**Staff:** Scott Means, Aging & Adult Services Manager, Hayde Mazariego, Acting COA Clerk and Estelle Clemons, OCAP Manager

### 3. Agenda Modification and Approval

The agenda was approved with no modifications.

- M/S/Carried: Jennifer Seibert/Martha Scott/ Motion Carried unanimously.

### 4. Approval of Prior Meeting Minutes:

The November 4, 2020 minutes were approved.

- M/S/Carried: Martha Scott/Tomye Neal Madison/Motion carried unanimously.

### 5. Public Forum

#### **Community Tech Network (CTN), Laurie Sanchez**

Community Tech Network Development Director, Laurie Sanchez gave an overview of CTN and their mission to unite organizations and volunteers to transform lives through digital literacy. She stated that CTN partnered with the City of Oakland, Aging & Adult Services Division in the past to apply for California Public Utility Commission funding for two (2) of the City's Senior Centers. Laurie stated that the next deadline for the California Public Utilities Commission (CPUC) grant is January 4, 2021.

### 6. **The Good Life**, Public Health Research Project sponsored by CA Dept of Public Health and the NIH – **Dr. David K. Johnson, Ph.D**, Associate Professor in Neurology, Director-UC Davis Alzheimer's Disease Center-East Bay, Principal Investigator-Dementia & Diabetes Prevention Project

Dr. Johnson introduced the Good Life as a public health research project geared to support and focus on healthy aging that is sponsored by the California Department of Public Health. The Good Life Series is part of a clinical trial conducted by UC Davis, led by Dr. Johnson to look at the interaction between

Alzheimer's Disease and diabetes in minority communities in East Oakland. Dr. Johnson noted that the project was originally set to begin in-person on April 1, 2020 from the East Oakland Sports Center but due to COVID-19, all in-person classes had to be cancelled. The program has since pivoted to become a COVID-19 response team delivering services to Oakland seniors through a digital media campaign. By June 2020, the program had over 70 seniors in their virtual exercise and cooking classes. The program has been a remarkable success among older adults. Seniors that are interested in joining the classes can enroll online by visiting [thegoodlifepath.org](http://thegoodlifepath.org). Chair Bryan Ricks stated his intent to invite Dr. Johnson and his team to the commission's subcommittee.

**7. Oakland Community Action Partnership (OCAP), Estelle Clemons, OCAP Manager (See Exhibit B)**

Estelle Clemons provided a presentation regarding the Alameda County-Oakland Community Action Partnership (AC-OCAP) 2020 update. The AC-OCAP vision is "To end poverty within the City of Oakland and throughout Alameda County". AC-OCAP's mission is "To improve our community by creating pathways that lead to economic empowerment and prosperity." Estelle explained that the OCAP Commission is legislated by Federal regulation. Estelle noted that there are currently 3 vacancies within the 18-member commission that has a mandated three-part administering board structure. Estelle presented guidelines for Community Service Block Grant (CDBG) funding and added that the funding can now cover 200% of those living in poverty. She presented the 2020-2025 AC-OCAP Strategic Plan which focuses on Entrepreneurship, Low-Income Housing, Community Development, Civic Engagement & Advocacy, and Capacity building for low-income Black, LatinX, Indigenous, People of Color. Estelle noted that the AC-OCAP board meets the second Monday of every month at 5:30pm and encouraged those that are interested in learning more about AC-OCAP to attend.

**8. Age Friendly Oakland**

Chair Bryan Ricks, Vice-Chair Scott and Commissioner Shannon McDonnell are drafting the COA's action plan with an estimated completion date of February 2021.

**9. HSD Aging & Adult Services/COVID-19 Update**

Scott Means announced that Andrea Turner, Senior Services Supervisor will be recognized at the City of Oakland's internal employee celebration for 35 years of service. Scott will request her to present regarding the Senior Companion and Foster Grandparent Programs at a future meeting.

In continuing last month's discussion regarding funding non-government agencies that are attempting to provide food to seniors during the pandemic, Scott stated that we cannot follow the same rules as CARES Act funding. However, Alameda County has just completed a Request for Proposals (RFP) and the City of Oakland can piggyback on the County's RFP for similar services to streamline the contracting process. This will allow us to contract with agencies such as Mercy Brown Bag, Spectrum, and Life Elder Care that are providing food to seniors. He plans to prepare 3 contracts in January 2021. Jennifer Seibert inquired if the SSB funds are used to support food distribution. Scott stated that there was a plan to have Mercy Brown Bag's mobile food pantry at some senior centers to provide fresh produce however because of COVID-19, there is a different outcome. He added that any contract over \$50,000 requires review by Contract Compliance Division.

**SENIOR CENTERS**

HSD has purchased five (5) tablets for each of the 4 Senior Centers to help support seniors that do not have the technology. The California Public Utility Commission (CPUC) awarded funding for technology classes at the West and East Oakland Senior Centers. The second round CPUC funding applications are being prepared for the North and Downtown Oakland Senior Centers.

### **CAPITAL IMPROVEMENT PROJECTS (CIP)**

The senior center capital improvement projects (CIP) are currently underway: 1) West Oakland: roof, lighting, and room renovations, 2) East Oakland: bathrooms and kitchen, and 3) Downtown Oakland: restrooms and basement level renovations. Applications were submitted for the next round of CIPs focusing on creating resiliency hubs at the centers.

### **ANNUAL REPORT**

Scott will present the Annual Report to the Human Services Department in late December.

#### **10. Announcements**

Commissioner Shannon McDonnell announced that there are free Zoom classes for the West Oakland Senior Center members.

#### **11. Adjournment**

There being no further business, the meeting was adjourned at 11:55 a.m.

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#### **Date and Time of Next Meeting**

The next meeting will be held on Wednesday, January 6, 2020 at 10:00 a.m. via teleconference.

City of Oakland  
**MAYOR'S COMMISSION ON AGING**  
December 2, 2020 Meeting

**Exhibit A**

**The Good Life**

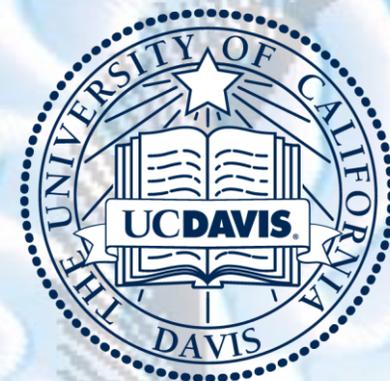
*(Public Health Research Project – CA Dept of Public Health and NIH)*

**Dr. David K. Johnson, Ph.D**

Neurology Director – UC Davis Alzheimer's Disease Center – East Bay

# ***The Good Life - a public health research project sponsored by CA Dept of Public Health and the NIH***

David K. Johnson, PhD.  
Alzheimer's Disease Research Center





**DDPP** ©

Dementia and Diabetes  
Prevention Program

***Get Ready!***

***Get Set!***

***GO ?***



# Warm Start Scheduled **April 1<sup>st</sup> 2020** East Oakland Sports Center



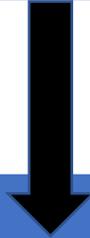
**Covid-19**



# DDPP Covid Response Team

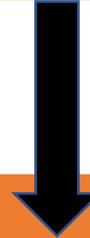
- **Shanette Merrick:** Project Coordinator
- Michael Tatman: Oakland Fitness Trainer
- Sheryl Lynn Thomas: Digital Media Consulting
- Rochelle Nadreau: The Mechanic
- Erica Tutuwan: Recruitment
- Gwen Gates: Recruitment
- Claytoven Richardson: Video Production
- Noah Yuzna: Tice Creek Fitness Trainer

AEx



LGM

Diet



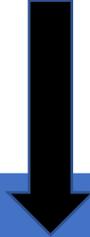
LGC

Social Sup



P2P

AEx



LGM



Diet



LGC



Social Sup



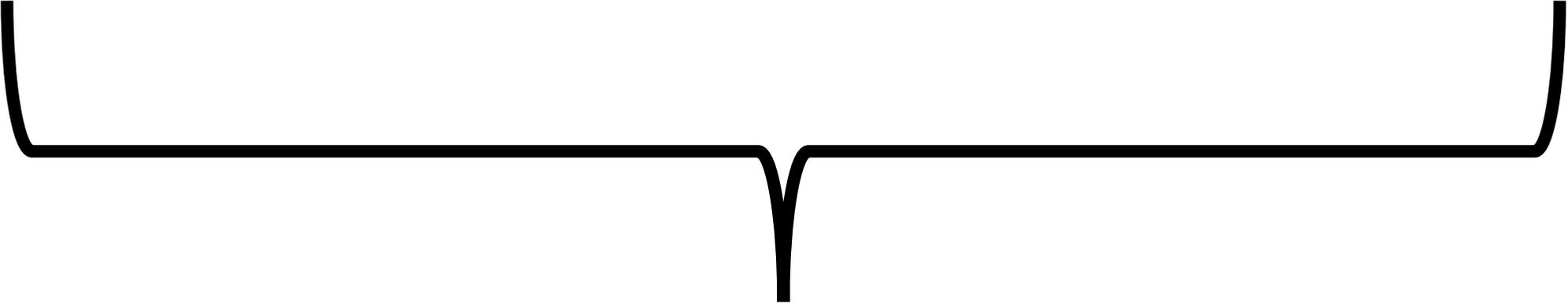
P2P



LGM

LGC

P2P



The Good Life

<https://thegoodlifepath.org/>

THE  
GOOD  
LIFE ©



<https://thegoodlifepath.org/>

Website Interlude Here

**UCDAVIS**

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**ALZHEIMER'S DISEASE  
CENTER**

**Outreach, Recruitment, Retention &  
Engagement Core**

# PAR-18-749 Examining Diversity, Recruitment and Retention in Aging Research

- Create infrastructure to develop, evaluate & implement new recruitment and retention strategies
- Engage, educate and motivate community members to participate in research; facilitate their enrollment and demonstrate measurable success
- Incorporate community members and patient/volunteer liaisons into the recruitment infrastructure and enable them to be active partners in recruiting additional community members.
- Provide sustainable participants to active NIA funded clinical research

# R24: Infrastructure Building Aims

**Aim 1: Extend existing TGL infrastructure into public health.**

**Aim 2: Engage minority communities across the nation in fun and clinical meaningful public health messaging.**

**Aim 3: Evaluate the success of the precision engagement program:**

- Enrollment in clinical trials
- Number of follow up clicks/views into subsequent public health messaging
- Time spent watching content
  - per digital segment
  - total time per day
- Qualitative interview of 20 Blacks and 20 Latinos identified by high number of views but low enrollment

AEx

Diet

Social  
Sup

LGM

LGC

P2P

The Good Life

Brain Raps

The Good Life  (R24 Jan app)

# Brain Raps



- Recommend If You Like (RIYL)
- Standard algorithm
- Amateur production
- Short Attention Spans (~15 secs)
- Fun
  - Watch only what you like
  - Down vote what you don't like
  - Formatting = very inventive / catchy!
- Micro-entertainment & distraction
- Delivers what you need when you need it
- Virality → Public Health Messaging
- Builds on TGL Digital Foundations

# Let's Tok

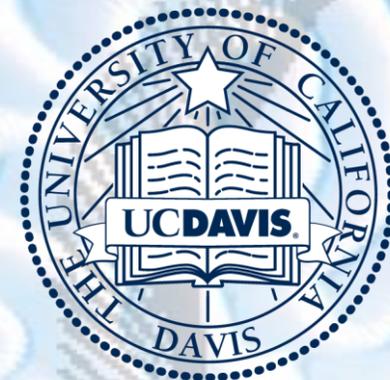
[https://www.tiktok.com/@benjaintorresdpt?referer\\_url=https%3A%2F%2Fnewsroom.tiktok.com%2F&referer\\_video\\_id=6754044940407295238](https://www.tiktok.com/@benjaintorresdpt?referer_url=https%3A%2F%2Fnewsroom.tiktok.com%2F&referer_video_id=6754044940407295238)



## The Good Life +

- Let's Get Moving
- Let's Get Cooking
- Peer-to-Peer Support
- Brain Raps
- Resource Libraries

**THANK YOU**



City of Oakland  
**MAYOR'S COMMISSION ON AGING**  
December 2, 2020 Meeting

**Exhibit B**

Oakland Community  
Action Partnership  
(OCAP)

Estelle Clemons, OCAP Manager

# Alameda County-Oakland Community Action Partnership 2020 Update



# Alameda County - Oakland Community Action Partnership (AC-OCAP)

## VISION STATEMENT

***To end poverty within the City of Oakland and throughout Alameda County***

## MISSION STATEMENT

***To improve our community by creating pathways that lead to economic empowerment and prosperity***

## PURPOSE

***The Community Action Partnership has the responsibility to plan, develop, and execute efforts to alleviate poverty and work toward systemic change to enhance the opportunities for families of low-income throughout Alameda County to achieve self-sufficiency***

## ***AC-OCAP's Self-Sufficiency Definition***

***Having the means and opportunity to meet a range of individual needs***

# Governance of Community Action Partnership (CAP)

## Mandated Three Part Administering Board Structure (18 members)

### 1. Public Official Representatives (6)

- Councilmember Lynette McElhaney (District 3)
- Councilmember Noel Gallo (District 5)
- Councilmember Larry Reid (District 7)
- Mayor Libby Schaaf
- Alameda County Supervisor Wilma Chan (District 3)
- Alameda County Supervisor Nate Miley (District 4)

### 2. Representatives of private groups and interests (3)

- Oakland Rotary
- Alameda County Social Services
- United Seniors

### 3. “Not fewer” than 1/3 are democratically elected/ selected from the low-income community (9)

- (7) Low-income residents from Oakland
- (2) Low-income Alameda County residents

# 2020 Income Limits for CSBG Funding

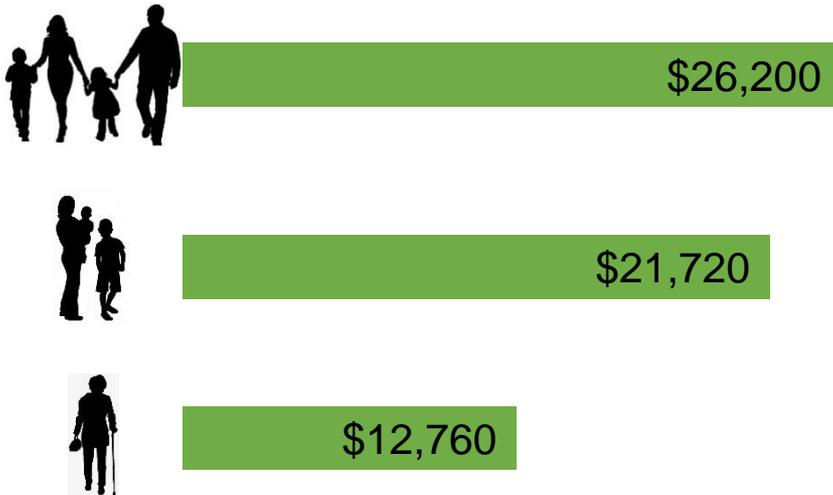
## 48 Contiguous States & the District of Colombia

Persons in Family/Household	100% of Federal Poverty Guidelines	200% of Federal Poverty Guidelines (Effective 3/27/2020)
1	\$12,760	\$25,520
2	\$17,240	\$34,480
3	\$21,720	\$43,440
4	\$26,200	\$52,400
5	\$30,680	\$61,360
6	\$35,160	\$70,320
7	\$39,640	\$79,280
8	\$44,120	\$88,240
Families with more than 8 persons	Add \$4,480 for each additional person	Add \$8,960 for each additional person

Source: 2020 U.S. Department of Health and Human Services Poverty Guidelines: <http://aspe.hhs.gov/poverty-guidelines>

# 2020 Federal Poverty Guidelines & Income

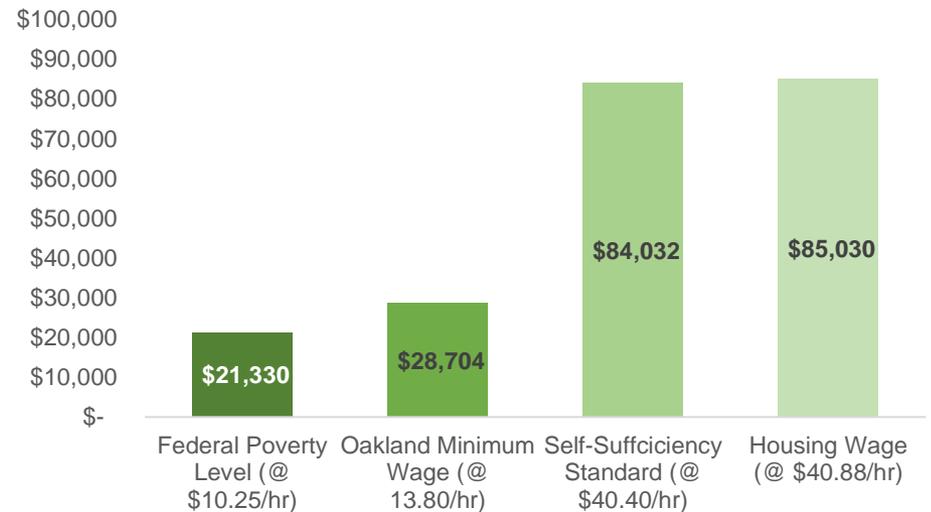
2020 U.S. Department of Health & Human Services Federal Poverty Guidelines



As of July 2019, 9.0% of Alameda County residents (150,419) were living below the federal poverty level

In Alameda County, the federal poverty level falls short of what it takes for a family to make ends meet. The Self-Sufficiency Standard shows how much a family needs to meet basic needs. The Housing Wage shows the annual income needed to afford a 2 bedroom house or apartment.

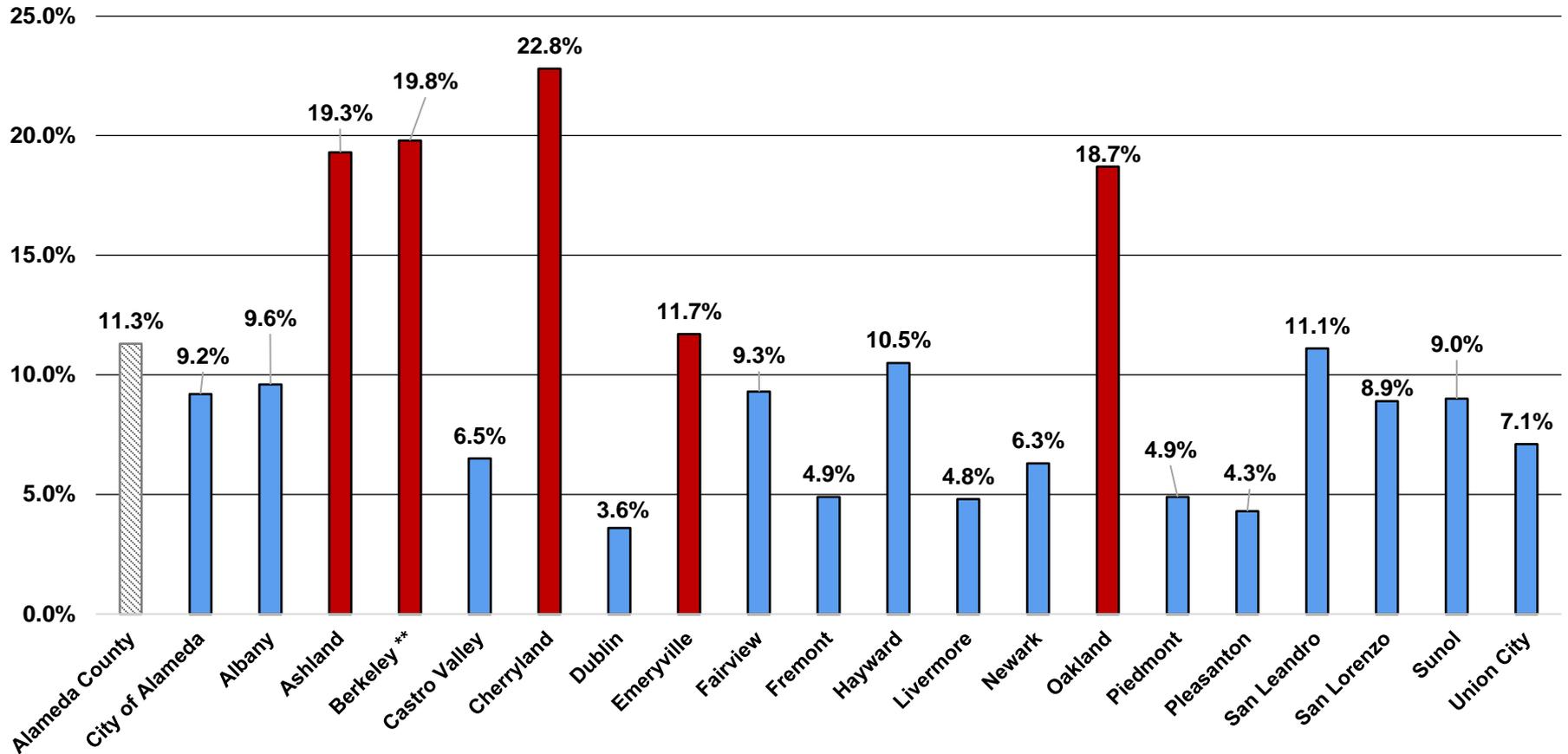
For a Family of Three\* . . .



\*A family of three for the purposes of this table consists of one adult working full-time and two school-age children

Sources: Federal Poverty Guidelines – <https://aspe.hhs.gov/poverty-guidelines>; 2017 American Community Survey – <https://www.census.gov/programs-surveys/acs/>; Self-Sufficiency Standard – <https://insightccd.org/2018-self-sufficiency-standard/>; Housing Wage – <http://nlihc.org/oor/california>

# Residents Living in Poverty in Alameda County by City

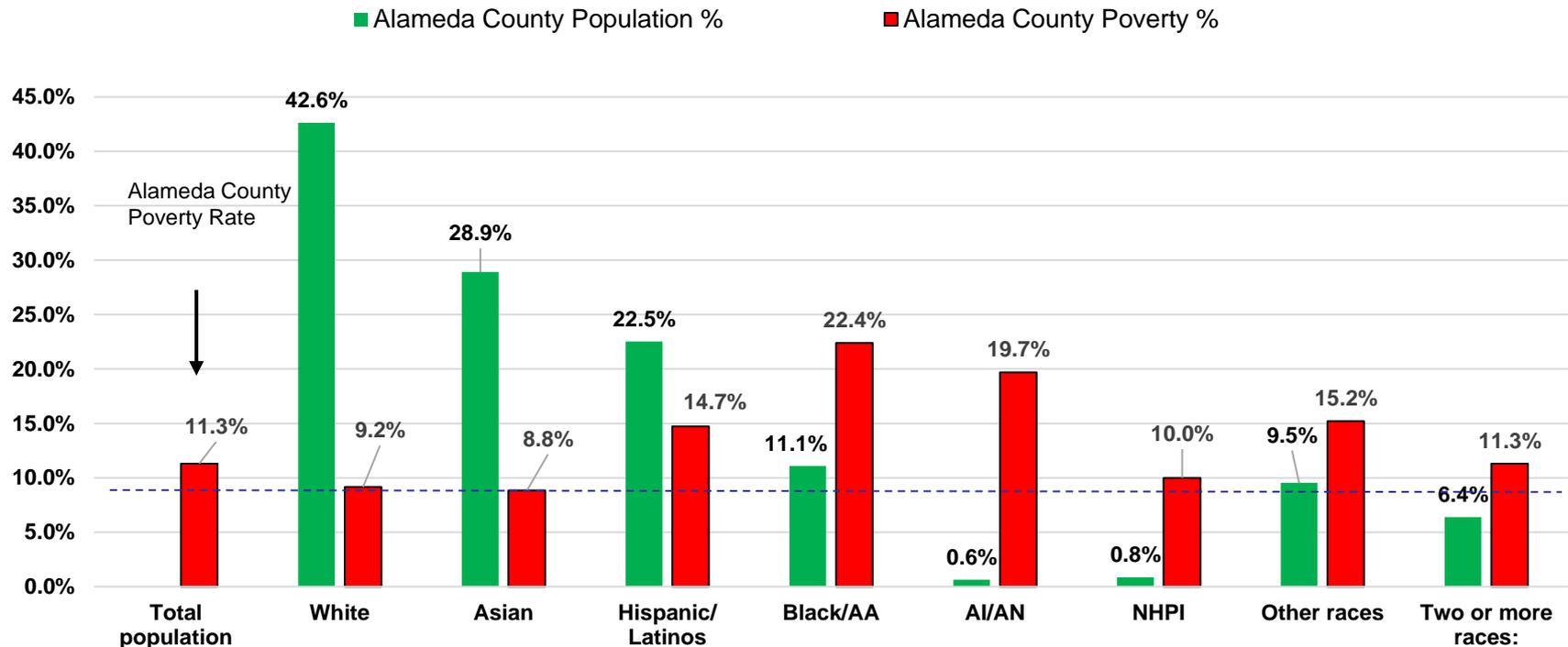


Source: US Census Bureau, 2013-2017 American Community Survey 5-Year Estimates - S1701

\*\* - Note: Berkeley poverty is overstated due to the number of college students

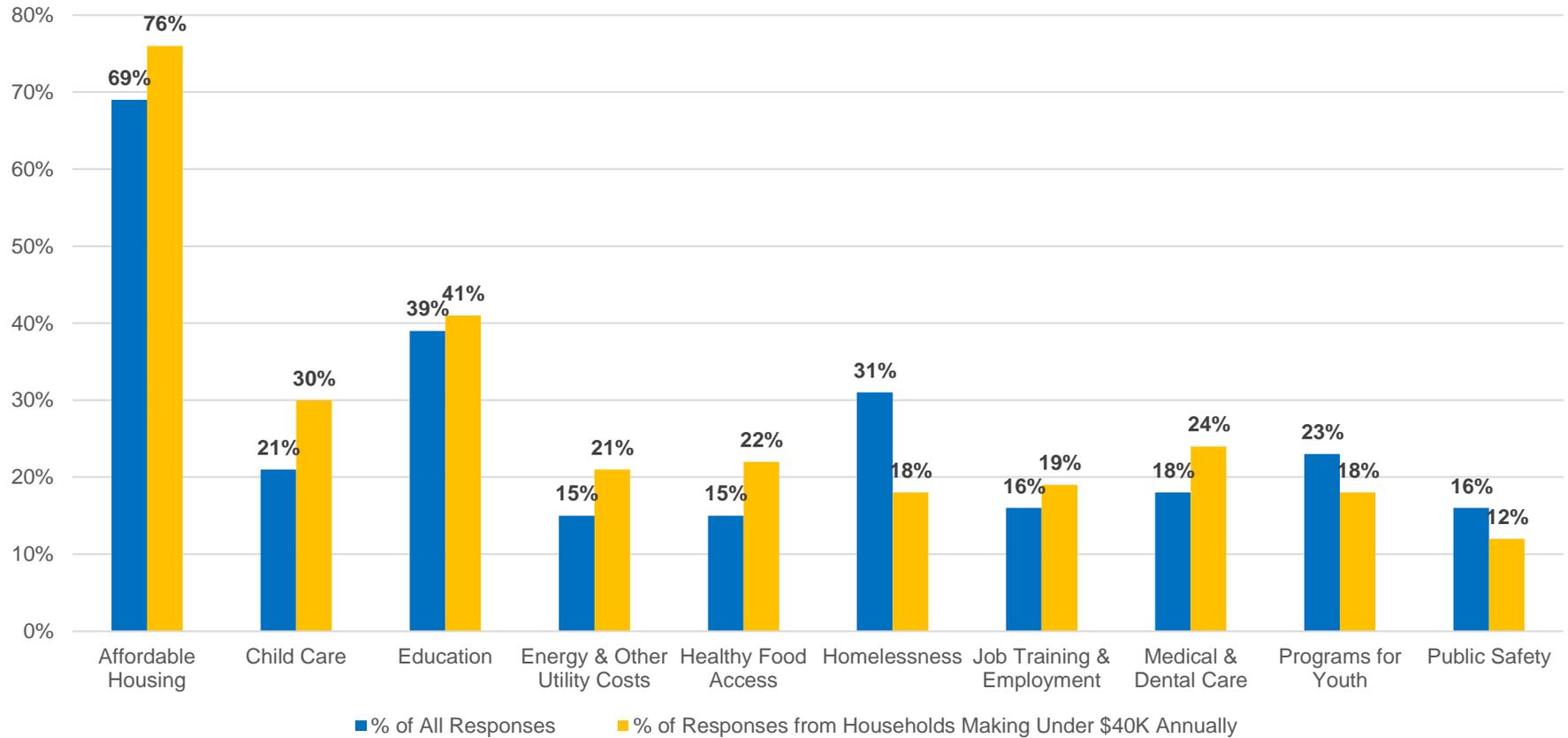
# Residents Living in Poverty in Alameda County by Race & Ethnicity

Alameda County Population % vs. Poverty % by Race



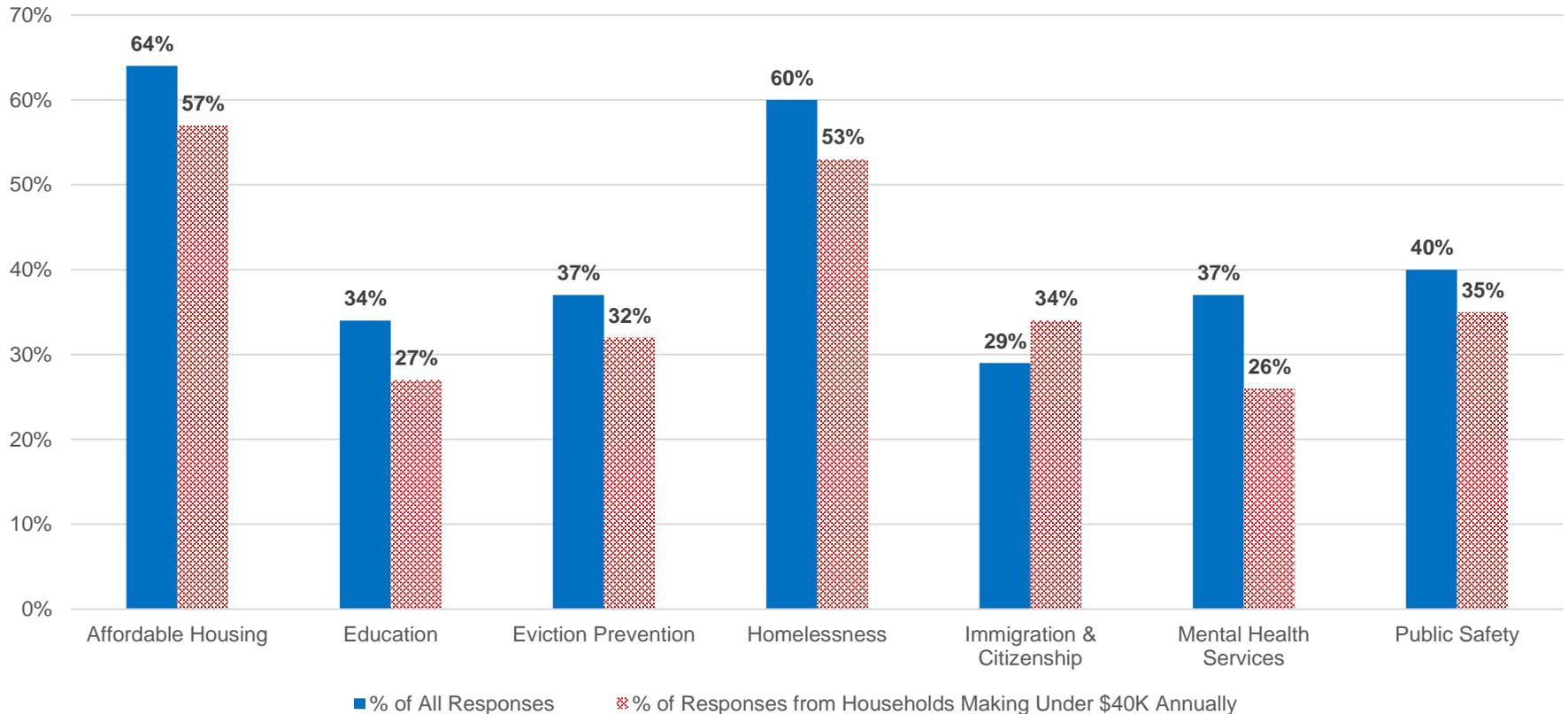
# 2019 Community Needs Assessment Survey Results

## Leading Areas of Concern for Alameda County Residents



# 2019 Community Needs Assessment Survey Results

Services that are Considered Inadequate by the Community



# 2020-2022 Funded Programs

## AC-OCAP Grantees

### Entrepreneurship, Job Training & Employment Placement

- Hack the Hood
- **Chabot-Las Positas Community College District**
- Civicorps
- **Downtown Streets, Inc.**
- Lao Family Community Development
- New Door Ventures
- Renaissance Entrepreneurship Center
- **Rubicon Programs, Inc**
- SAVE Center for Community Change & Empowerment

### Housing & Community Development

- Covenant House of California
- St. Mary's Center
- Operation Dignity
- **Fremont Family Resource Center Corporation**
- **The Alliance for Community Wellness (FESCO)**

## AC-OCAP Programs

### Asset Building & Financial Education

- Earned Income Tax Credit (EITC)/UWBA
- Housing and Economic Rights Advocates (HERA) Bank On Oakland (BOO)

### Civic Engagement, Advocacy, and Capacity Building

- Alameda County Community Food Bank (ACCFB)
- Eden I & R

### Food Security

- Oakland Community Housing Services' (CHS) Annual Holiday Dinner
- Oakland Fund for Children & Youth Summer Lunch Program
- Brown Bag/ACCFB/ CHS/ Safe Passages

# 2020 -2025 Alameda County - Oakland Community Action Partnership (AC-OCAP)

## STRATEGIC PLAN

Alameda County - Oakland Community Action Partnership (AC-OCAP)



### MISSION

To improve our community by creating pathways that lead to economic empowerment and prosperity.

### VISION

To end poverty within the City of Oakland and throughout Alameda County.

### VALUES

- Community-driven
- Equitable
- Collaborative
- Impactful
- Results-driven



### ENTREPRENEURSHIP/JOB TRAINING & EMPLOYMENT

#### GOAL

Increase workforce development opportunities for Black, Latinx, Indigenous, People of Color (BLIPOC) residents with low-income that lead to employment or entrepreneurship.

#### STRATEGY

Improve the employment continuum, including entrepreneurial opportunities, and align AC-OCAP's funding with the Workforce Investment Opportunity Act (WIOA) demand-sector industry.



### LOW-INCOME HOUSING

#### GOAL

End homelessness for: 1) BLIPOC families with children; and 2) seniors 55+.

#### STRATEGY

Partner with organizations focused on increasing the number of un-housed families with children and/or seniors who obtain housing.



### COMMUNITY DEVELOPMENT

#### GOAL

Increase access to resources and information, and empower BLIPOC residents with low-income to build assets and wealth.

#### STRATEGY

Host community fairs and use collaborations to offer skill training and other resources; Increase food security and access to the Earned Income Tax Credit, banking, financial coaching, credit repair, debt reduction, and home ownership.



### CIVIC ENGAGEMENT & ADVOCACY

#### GOAL

Empower BLIPOC residents with low-income to advocate for systems-change and harness political power.

#### STRATEGY

Leverage existing networks and fund grassroots trusted community leaders, organizing groups, and Community Based Organizations (CBOs) that empower and advocate for communities of color (e.g., voter registration, citizenship).



### CAPACITY BUILDING

#### GOAL

Raise awareness and transform AC-OCAP's community impact into a MOVEMENT. #ACEndPovertyNow

#### STRATEGY

Leverage relationships to build an anti-poverty coalition and create a community campaign to end poverty now.

# AC-OCAP & CSBG Updates



1. Administering Board Recruitment
2. 2020 CSBG: \$1,428,158 Million & CARES Funding: \$1,933,830 Million
3. 2021 EITC Campaign - Expansion of CalEITC for ITIN Filers, Low-Income Small Business Owners and YCTC, AARP
4. Financial Empowerment –Bank On Oakland (Re-Launch) & Guaranteed Income
5. 2023-2025 Request for Partnership Release **Fall 2022**
6. **The AC-OCAP Board Meets the Second Monday of Every Month at 5:30pm,**



# ENDING HUNGER IS ON THE BALLOT



ALAMEDA COUNTY  
**COMMUNITY**  
FOOD BANK



## 終止饑餓始於投票

安排你的投票計劃在 [accfb.org/vote](http://accfb.org/vote)

- ✓ 所需的資料確保你的投票被計算在內
- ✓ 可參與的機會



## MAKE YOUR ELECTION PLAN at [accfb.org/vote](http://accfb.org/vote)

- ✓ Information you need to make sure your vote counts
- ✓ Opportunities to get involved

## ACABAR CON EL HAMBRE ESTÁ EN LA BOLETA DE VOTACIÓN

Haga su plan estas elecciones en [accfb.org/vote](http://accfb.org/vote)

- ✓ Información para estar seguro de que su voto cuenta
- ✓ Oportunidades para involucrarse

# The Promise of Community Action

**“*Community Action* changes people’s lives, embodies the spirit of hope, improves communities, and makes Oakland and Alameda County a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other”**





Estelle Clemons

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