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# ALLEGAN COUNTY COMMISSION ON AGING

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3255 122<sup>nd</sup> Avenue, Suite 200  
Allegan, MI 49010  
269.673.3333 - Office  
877.673.5333 – Toll Free  
269.673.0569 - Fax  
<http://www.allegancounty.org>

## **COMMISSIONER**

Jim Storey

## **ELECTED OFFICERS**

### **Chairperson**

Larry Ladenburger  
(Senior Representative)  
269-673-6200  
Allegan

### **Vice Chairperson**

Richard Butler  
(Member at Large)  
616 902-0046  
Plainwell

## **SENIOR MEMBERS**

Mary Campbell  
269-655-8000  
Pullman

Lue Phelps  
269-870-3710  
Plainwell

VACANCY

## **MEMBERS AT LARGE**

Sally Heavener  
616-355-3494  
Holland

Patricia Petersen  
616-644-8059  
Allegan

Jo VerBeek  
616-403-9319  
Hamilton

## **STAFF**

Jen Garcia  
269-686-5144  
Director

Katie Cole  
269-673-3333 x2495  
Senior Services  
Counselor

Ashley Dever  
269-673-3333 x2498  
Senior Services  
Counselor

Teresa Galloway  
269-673-3333 x2497  
Administrative  
Assistant

## **COMMISSION ON AGING MEETING - AGENDA**

**Wednesday, October 16, 2024 | 9:00 am – 11:00 am**

**Zimmerman Room, Human Services Building**

**3255 122<sup>nd</sup> Avenue – Allegan, MI**

**[Public Zoom Link](#)**

**CALL TO ORDER:**

**PLEDGE OF ALLEGIANCE:**

**CONFIRMATION OF QUORUM:**

**CHAIRMAN REMARKS:**

**ROLL CALL:**

**COMMUNICATIONS:**

**APPROVAL OF MINUTES:**

**PUBLIC PARTICIPATION:**

**APPROVAL OF AGENDA:**

**PRESENTATIONS:**

- Jason Owen, Connect America
- Liz Barnette, AAAWM

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**ADMINISTRATIVE REPORTS:**

- Director's Report
- Financial Reports
- 2024 COA Marketing Plan: Laura Hosler, GreenStreet Marketing
- 2024 COA Planning Calendar
- Action Items Log

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**ACTION ITEMS:**

**DISCUSSION ITEMS:**

- MMAP Community Support/Insurance Agency Partners
- Strategic Planning Survey, December 4
- Review COA terms expiring 12/31/24:
  - o Jo VerBeek, appointed to fulfill Alice Kelsey's original term
  - o Rich Butler
  - o Lue Phelps

*\*Members interested in renewing their COA term are asked to submit their application [online](http://www.allegancounty.org/Jobs). (www.allegancounty.org/Jobs)*

## **COA Oct. 16 AGENDA CONT.**

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### **NOTICE OF APPOINTMENTS:**

-Mary Campbell, AAAWM Board of Directors

### **FUTURE AGENDA ITEMS:**

-Review & recommendation of Adult Day Service & Essential In-Home Support providers for service expansion

### **SUBCOMMITTEE REPORTS:**

-Policy & Procedure Committee: S. Heavener/J. VerBeek

-Senior Services Workgroup: P. Petersen/M. Campbell./R. Butler

- Senior Engagement Survey

-AAAWM Board of Directors: M. Campbell

-AAAWM Advisory Council: J. VerBeek/M. Campbell

### **ROUND TABLE (COA MEMBER TIME):**

### **ADJOURNMENT:**

**Next meeting: November 20, 9:00 AM–11:00 AM; Zimmerman Room**

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*Chairperson: Larry Ladenburger*  
*Vice Chairperson: Rich Butler*

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## **COMMISSION ON AGING – MINUTES: August 21, 2024**

Chairperson Larry Ladenburger called the meeting to order at 9:07 A.M.

Pledge of Allegiance, Moment of Silent for Commissioner Dean Kapenga and Prayer led by Chairperson Larry Ladenburger, Roll call.

The Commission of Aging met in the Zimmerman Room of the Human Services Building.

### **ROLL CALL:**

PRESENT: Chairperson Larry Ladenburger, Vice-Chairperson Rich Butler, Mary Campbell, Sally Heavener, Jo VerBeek

OTHERS: Director Jen Garcia, Teresa Galloway, Judy Habetler, and Laura Hosler from GreenStreet Marketing.

ABSENT: Pat Petersen and Lou Phelps, both excused.

### **COMMUNICATIONS:**

Director Jen Garcia stated that a letter from Connect America went out to the Allegan County PERS clients that should not have been mailed to millage clients. The problem was in Connect America's computer system and it has been corrected on their end.

### **APPROVAL OF MINUTES – ADOPTED**

Approval of minutes moved by Sally Heavener, supported by Rich Butler. All in favor, motion carried.

**PUBLIC PARTICIPATION:** Judy Habetler (Cheshire Township) present.

### **APPROVAL OF AGENDA – ADOPTED AS PRESENTED**

Approval of the agenda moved by Sally Heavener, supported by Jo VerBeek. All in favor, motion carried.

**PRESENTATIONS:** Laura Hosler from GreenStreet Marketing spoke about the advertising for COA (Senior Services) and presented a handout with marketing statistics to-date along with upcoming tactics.

### **ADMINISTRATIVE REPORTS – DIRECTOR'S REPORT:**

Director Jen Garcia shared information as presented from her report. Highlights from her report included provider updates, in-home supports waitlist reduction, home delivered meals participant survey, and outreach initiatives.

### **FINANCIAL REPORTS:**

Director Jen Garcia shared information as presented through July, 2024.

### **2024 COA MARKETING PLAN:**

Director Jen Garcia shared information as presented.

**2024 COA PLANNING CALENDAR:** Director Jen Garcia shared information as presented.

**ACTION ITEMS LOG**

COA MEETING	ACTION ITEM	ACTION TAKEN	DATE SENT TO ADMINISTRATION	ACTION TAKEN	STATUS
7/17/2024	Recommend adding November 20 to 2024 meeting calendar; Strategic Planning to occur in December	Approved	N/A	N/A	COMPLETE
6/26/2024	Recommend looking into AAAWM grant funding to expand caregiver resources & training for Allegan County	Approved	N/A	N/A	In-Progress
6/26/2024	COA Accepted Stuart Peet's resignation from COA and AAAWM Board of Directors Effective 6/26/24	Approved	7/25/2024	N/A	COMPLETE
6/26/2024	Recommend accepting the FY25 AAAWM Annual Implementation Plan as presented	Approved	6/26/2024	N/A	COMPLETE
6/26/2024	Recommend continuation of Generations contract amendment to cover transportation costs under COA	Declined	N/A	N/A	COMPLETE
6/26/2024	Recommend 6 month contract extension at current unit rate for Generations/Adult Day Services	Approved	N/A	N/A	COMPLETE
5/15/2024	Meeting Time Change to 9a - 11a; Revised on COA Calendar & County Website (public meeting notices)	Approved	N/A	N/A	COMPLETE
4/17/2024	Recommendation to grant exception to Adult Day Care contract so as not to require Generations to pay to transport participants via Allegan County Transportation. Valid thru contract of June 30, 2024.	Approved	N/A	N/A	COMPLETE
3/20/2024	Approved 2024 COA Marketing Budget Allocation	Approved	N/A	N/A	COMPLETE
2/21/2024	Recommend continuing marketing work with GreenStreet at Option 2 level (not to exceed \$10k)	Approved	N/A	N/A	COMPLETE
1/17/2024	Officers elected: Larry Ladenburger, Chair; Rich Butler, Vice Chair	Approved	N/A	N/A	COMPLETE

**DISCUSSION ITEMS:**

Senior Day at the Fair: September 10 – COA members are asked to arrive 6:30-6:45 am.

COA Roles & Responsibilities – Executive Director of Services Administration, Dan Wedge addressed the COA members.

Integrating AAAWM Services – Mary Campbell encourages Senior Services and COA to learn and utilize their services.

**NOTICE OF APPOINTMENTS:** None

**FUTURE AGENDA ITEMS:**

Discuss Adult Day Service and In-Home Supports service expansion efforts, September 18

Review current COA member terms, September 18

Discuss applications received for COA and AAAWM Board positions, September 18

Connect America Presentation, September 18

AAAWM Presentation, October 16

COA FY25 Strategic Planning, December 4

**SUBCOMMITTEE REPORTS:**

Policy & Procedure Committee – Sally Heavener/Jo VerBeek

Senior Services Workgroup – Pat Petersen/Mary Campbell/Rich Butler/Judy Habetler (public participant)

AAAWM Board of Directors – Mary Campbell (Interim for reporting purposes)

AAAWM Advisory Council – Jo VerBeek/Mary Campbell

**ROUND TABLE (COA MEMBER TIME):**

**ADJOURNMENT UNTIL September 18, 2024**

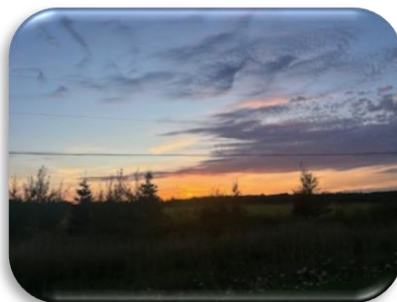
Motion to adjourn by Jo VerBeek, supported by Sally Heavener. All favor, motion carried.

The meeting adjourned at 12:09 P.M. Next Meeting September 18, 2024 from 9:00-11:00 A.M. in the Zimmerman Room at the Human Services Building.

## Commission on Aging - Director's Report October 16, 2024

### Greetings COA Members,

Over the Labor Day Holiday my family and I traveled north to visit with my parents. North for us is where I grew up, Brutus, about 20 minutes south of the Mackinaw Bridge. We took a day trip up to Lake Superior (Muskellunge Lake State Park) and hunted for agates and other fun rocks. The beaches along Lake Superior were filled with black magnetic sand, our kids thought that was pretty neat. They even braved the frigid waters and went swimming! Oh, to be young again.



Spending time with my parents who are in their early seventies reminded me of the work our COA and Senior Services team does each and every day. I'm grateful my parents are still independent, but I do worry as they continue to age and my family being three or more hours away. The challenges our seniors and their family members are facing are real and their struggles will grow in today's environment. We need to continue to keep the needs of our seniors and the aging populations in the forefront of everything we do. Are we moving towards a system that can support and sustain increasing senior populations? If we cannot, we should be collectively looking at the solutions around us.

I challenge all of our COA members to seek to learn what we can do as an organization to better serve and care for our seniors and enhance their legacies.

### Strategic Initiatives

- **Referrals:** Our current online referral process ([www.allegancounty.org/referral](http://www.allegancounty.org/referral)) continues to serve our needs for senior service participant referrals. These referrals primarily come in from the individual seniors – EVERY senior referral we receive must be warranted and the senior seeking services must be aware and accepting of services to initiate assistance. With senior approval, referrals also come in from spouses, adult children, physician offices, social/case workers, and DHHS/APS. All referrals submitted online via the web address listed above come into the COA inbox (Outlook mailbox) which is maintained daily by the Senior Services Team. All referrals are called on by the Senior Services Team within a two-day timeframe, often times with daily turnaround. Our Senior Service Counselors call every referral to 1) verify qualification for programs requested, and 2) verify participant is in need of services and wanting to establish millage services. Once referral is confirmed the Senior Service team will send the referral to the contracted provider to establish intake assessments or client is placed on a waitlist for services (In-Home Supports, Adult Day Services). The Senior Services team would like to review our

current referral system to adjust any questions to make the system more user friendly for our senior populations. Seniors choosing not to use the online referral form can always call 269-673-3333 to place a referral over the phone or speak with a Senior Services counselor for more information.

### Senior Day at the Fair

- **THANK YOU** to the COA for helping host and serve breakfast for our local seniors on Tuesday, September 10 under the big top on the hilltop! We saw an increase in attendance from last year (200-2023) to approximately 250-275 seniors. Featured breakfast options included fresh pastries and donuts from Main Street Bakery, Hopkins, and Crane's Orchard, Fennville. Senior service vendors and community partners, 27 in total including Senior Services millage providers, shared information and giveaways for seniors throughout the morning. We received positive feedback thus far from vendors and attendees alike.



### Provider Updates

Ashley Dever and I met with our Connect America representative to discuss contract renewal. At the renewal of the new PERS contract, Senior Services will begin offering one type of PERS device versus the three we have previously offered. Moving to a mobile only unit called "On the Go Mini" with a landline default (if cellular reception is not available) will help streamline and simplify the PERS service line. In our discussion we also requested quick reference guides and/or simple magnet guides for seniors and family members to help familiarize themselves

with the Connect America unit and operation. Project Management contract work is underway with an anticipated renewal prior to 12/31/24.

In Home Supports waitlist is holding steady. We have begun contract work with current In-Home Support providers (Atrio, Help at Home, HomeJoy) requesting a two-year contract extension at the current unit rate of \$35. An update and timeline for In-Home Support provider RFP will be provided at the October COA meeting once we know next steps with current contractors. ACSS's goal is to renew our current providers and move forward with an RFP to expand service providers at the agreed upon current unit rate for contract years 2025-2027.

Home Delivered Meals (HDM) continues with not waitlist. Milestones has faced difficulties with their sealing machines; a final resolution has not yet been determined while Milestones has replaced their sealers through Oliver, the seals continue to break and are not to our satisfaction. An approximate number of wasted meals has been requested from Community Action of Allegan County (CAAC) to report back to Milestones along with a reimbursement request for wasted meals. The broken seals have led to messy CAAC volunteer driver vehicles, stained seats, and negative feedback from senior millage clients. A remediation meeting with ACSS and Milestones was held on 9/20/24. Milestones listened and responded to our recent quality concerns and agreed to our request for reimbursement of 200 hot meals, totaling \$1,200 in reimbursement for undeliverable meals. The undeliverable meals were due to broken seals on the meal trays. Milestones has taken preventative action and is keeping communication lines open with a proactive approach to unforeseen issues.

Adult Day Services (ADS) at Generations continue with a short waitlist, but have hired another program coordinator to assist participants. Generations believes they may be able to alleviate the waitlist by year-end. I met with Kim Turcott, Executive Director of Allegan County Medical Care Community/Generations Adult Day program and Whitney Ehresman, Director of Allegan County Transportation to discuss the transportation barriers around ADS. A \$5.00 out of County ADS fare was discussed to help get program participants to the services they and their caregivers need. Mobility Management Grant through ACT will be reallocated and monitored to cover ADS transportation expenses if new providers are brought on to provide ADS services. Request for Letter of Intent (LOI) to be returned by 9/27/24 were sent out via email to six ADS agencies on 9/13/24. ADS agencies the County is seeking information from are: Evergreen Day Center (Holland), SarahCare (Grand Rapids), Bethlehem Intergenerational Center (Grand Rapids), WMU Senior Day Services (Kalamazoo), Comstock Community Center's Wilbur & Charlotte Courter Memory Center (Portage), and Caring Connections, formerly Autumn House (Paw Paw). Review is underway to move to the next RFP phase. ACSS's goal is to renew our current provider prior to 12/31/24 and move forward with an RFP to expand service providers at the agreed upon current unit rate for contract years 2025-2027.

Senior Transportation continues with growth and service delivery. I am in regular communication with Tammy Chapin who leads this program for the millage. This service line was digitally marketed through the month of August. Senior Transportation hosting a Volunteer Appreciation Day September 18 where volunteer drivers were celebrated with vehicle inspections and car washes along with safe driving presentations, giveaways and lunch. I attended the event on behalf of ACSS and COA to provide information on our services, a heartfelt thank you for their services, and delivered tote bags with swag/promo items. In recent discussions with Tammy Chapin, program coordinator for Senior Transportation, she has

requested assistance in identifying a back-up scheduler that could step in if Tammy needed time off for any reason. At this time, Ashley Thompson in ACT is the only trained backup for Senior Transportation.

### **Provider Quality Audits: November**

ACSS contracted millage provider annual quality audits will look a bit different than in years past. The Senior Service Counselors, Ashley Dever & Katie Cole, along with myself will make on-site visits to our service providers seemingly unannounced or scheduled, during the month of November. Previously, ACSS annual quality audits would be individually scheduled out with providers allowing time for the providers to clean up files and/or address any issues or gaps. The goal of unannounced quality audits is to ensure that our senior service millage client rights and responsibilities and our policy is being followed, practiced, and understood. The audits this year will allow more quality time with contracted providers to understand industry trends, address similar obstacles, and discuss ways we can better serve our millage clients together.

### **Senior Services Marketing**

Meetings to discuss available opportunities to increase ACSS and COA exposure have occurred between Sandra Ireland from WoodTV, myself and Lara Hosler from GreenStreet Marketing. Plans are underway to mail a postcard out to Allegan County residents ages 35+ that is dual-purpose; to advertise millage services and referral, and to encourage subscribers to sign up for the 2025 e-news (website/QR code to drive actionable signup and enter email address). Laura with GreenStreet will cover this in her October marketing update. I would like to recommend ACSS moves forward with utilizing the Addressable Reach services available through WoodTV to enhance the impact of our November postcard mailing. Overview of Addressable Reach campaign enclosed in packet.

### **- Outreach & Important Meetings:**

- 8/22/24: HDM Discussion with Amy Duff, Executive Director for Brand County COA
- 8/26/24: ACSS presentation discussion with Ed Soloman, Harbor Senior Apartments, Saugatuck/Douglas
- 8/26/24: Wings of Hope medical equipment donation via Maria Hawk; shower chair & stabilizer cane
- 8/26/24: Evergreen Commons Day Center Open House; Meet and greet, attended with Jo VerBeek
- 8/27/24: Meals on Wheels of Western Michigan meeting and tour with Lisa Wideman, President & CEO
- 8/29/24: COA Marketing discussion with GreenStreet Marketing & WOODTV; Direct mail postcard and digital target marketing
- 9/3/24: Meeting with Louise Kenny and Kelly Jacobsma, representatives from Douglas UCC, to discuss senior community seminars in the area and the need for senior resources year-round
- 9/6-9/24: Allegan County Services vendor booth at Allegan County Fair; materials on Senior & Veteran Services, pens for distribution
- 9/10/24 Senior Day at the Fair COA hosted breakfast & vendor fair; 275 attendees, 27 vendors
- 9/12/24: Veteran's Day at the Fair: Senior tri-fold brochures out with veteran materials, 77 veterans visited booth



- 9/16/24: Meeting with Kathryn Sylvester, Executive Director of Atrio Help at Home; Discussing potential rate increase for In-Home Support contract extension
- 9/16/24: Call with Judy Habetler, COA Senior Workgroup public member to discuss senior questioner for senior programming in and around the City of Allegan
- 9/18/24: Senior Transportation Volunteer Appreciation event at ACT
- 9/19/24: Meeting with Commissioner Jim Storey at ACSS to provide COA overview and materials
- 9/20/24: ACSS HDM quality remediation meeting with ACSS and Milestone’s Senior Service Director and team
- 9/25/24: Specialized Transportation Services Committee meeting at ACT; Discussed transportation services and barriers for seniors and others with disabilities
- 9/26/24: Meeting with Del Hirdes and Natalie Hirdes of Southwick Insurance; MMAP changes coming Fall 2024; Community service opportunities to assist seniors with questions and guidance

Below is the Senior Services contract schedule:

Project #	Service	Contract Began	Contract Expires	Notes
1431	<b>Adult Day Care</b>			Sole source provider
	Generations	7/1/2020	12/31/2024	RFP to add additional providers
1432	<b>Home Delivered Meals</b>			3-year contract thru 12/31/25
	Community Action	1/1/2023	12/31/2025	
	Milestones	1/1/2023	12/31/2025	
1430	<b>In-Home Supports</b>			1 year extension thru 12/31/24
	Atrio Help at Home	1/1/2019	12/31/2024	Propose 2-year extension
	Help at Home LLC	1/1/2019	12/31/2024	RFP to add additional providers
	HomeJoy	9/30/2022	12/31/2024	
14047	<b>PERS</b>			Sole source provider
	Connect America	4/1/2016	12/31/2024	Propose 3-year extension
14033	<b>Senior Transportation</b>			Sole source provider
	Allegan County Transportation	Direct Service - No Contract		
	<b>Case Worthy/SERV Tracker</b>	7/1/2024	6/30/2027	3-year contract thru 6/30/27
	Internal Client Database			

### **Commissioner Inquiries:**

### **COA 2024 Identified Goals:**

Overarching goal to “Increase Awareness & Visibility of Allegan County Commission on Aging and the services provided through the Senior Millage”. Marketing efforts provided by GreenStreet Marketing have proved to be effective thus far. Phase two of marketing should be drilling down to help our target markets better understand what services ACSS can provide for our residents (what the COA/ACSS can and cannot do). Phase two can be accomplished through grassroots marketing, relationship building, community presentations and community outreach.

#### **1.) Continue Marketing Efforts with GreenStreet Marketing:**

- a. Execute 2024 Marketing Campaign including additional opportunities for cost-effective advertising and marketing strategies to increase awareness and visibility of COA and ACSS.

- b. Develop E-News process for gathering client and client email information to help disseminate service information and senior focused updates out in a timely manner.
- c. COA members bring forward local events/festivals/outreach opportunities for 2024 COA Calendar; discuss calendar at each COA meeting to determine engagement level and participation interest.

**2.) ACSS Operations Review & Enhancement:**

- a. Review Allegan County Senior Services Policy & Procedure Manual to ensure policy is relevant to existing service operations. COA Committee Responsible: Policy & Procedure Manual Review Committee.
- b. Review senior referral online process; address inroads to services and service execution with contracted providers.

**3.) Research Senior Services Across Allegan County**

- a. Identify senior groups (partner agencies) in existence across Allegan County and engage for information sharing. COA Committee Responsible: Senior Services Workgroup.
- b. Identify gaps in service for senior populations.

**4.) Complete on-going review of service contingency plans.**

- a. For 2024: Transportation, PERS, and Adult Day Care.
- b. Identify areas COA can help impact industry issues, such as direct care worker shortages or policy restrictions.

Respectfully submitted by,  
*Jen Garcia, Director*

## Allegan County Senior Services: July 2024 Service Delivery Report

### ADULT DAY CARE (ADC) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	WAITLIST
2023 YE	35	70	15	16	9,398	21
JULY	24	2	1	1	1,020	13
2024 YTD	26	25	7	5	6,749	12

Waitlist 7/31/24  
Waitlist 9/1/24

### PERSONAL EMERGENCY RESPONSE SYSTEM (PERS) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	WAITLIST
2023 YE	1,050	351	401	309	1,050	0
JULY	684	49	45	23	684	0
2024 YTD	962	233	277	221	4,495	0

### SENIOR SERVICE METRICS KEY

**CLIENTS:** # of clients being served  
**WAITLIST:** # of clients waiting for service  
**REFERRAL:** # of clients requesting service  
**INTAKE:** # of clients being connected to service  
**DC:** Discharged - # of clients being discharged from service  
**VT:** Volunteer Driver  
**UNITS:** Unit of measurement varies per service (see below)  
**ADC** - # of ADC hours provided to clients  
**PERS** - # of PERS units in service  
**HDM** - # of HDM meals delivered  
**IHS** - # of IHS hours provided to clients  
**VT** - # of VT miles driven

### HOME DELIVERED MEALS (HDM) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	DONATIONS	WAITLIST
2023 YE	647	326	293	330	90,560	\$1,083.00	0
JULY	305	32	20	24	7,137	\$0.00	0
2024 YTD	450	176	113	170	48,504	\$555.00	0

### IN HOME SUPPORTS (IHS) - Three providers

	CLIENTS	REFERRAL	INTAKE	DC	UNITS #1	UNITS #2	UNITS #3	WAITLIST
2023 YE	474	387	115	69	23,629	6,782	2,727	28
JULY	313	31	18	8	1,897	541	459	14
2024 YTD	398	199	96	64	11,802	4,029	2,576	22

Waitlist 7/31/24  
Waitlist 9/1/24

### SENIOR/VOLUNTEER TRANSPORTATION (VT) - Sole provider

	# RIDERS	# NEW	UNMET	BUS TRIPS	VT TRIPS	BUS COST	VT UNITS	VT COST	ADDL COSTS*	DONATIONS
2023 YE	914	81	5	1,759	2,111	\$82,563.00	92,729	\$60,274.00	\$11,707.00	\$648.00
JULY	78	6	1	222	144	\$10,055	6031	\$4,040.77	\$179.00	\$20.00
2024 YTD	560	55	6	1,320	1,208	\$67,137.00	49,956	\$31,720.48	\$1,277.14	\$109.00

#### 2023 YE:

Clients = January 2023 Starting # + Total 2023 Intake

Riders = Total # Riders at YE

#### 2024 YTD:

Clients = January 2024 Starting # + Total 2024 Intake

Riders = Total Monthly 2024 Riders

**Expenditure Status Report**

Allegan County  
 1/1/2024 through 7/31/2024

**298 SENIOR SERVICES FUND**

<u>Account Number</u>		<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
298-672.000	SENIOR SERVICES						
298-672.000	SENIOR SERVICES						
298-672.000-703.000	SALARIES & WAGES - FULL TIME	168,156.00	100,161.23	100,161.23	0.00	67,994.77	59.56
298-672.000-706.000	SALARIES & WAGES - PER DIEM	3,691.00	3,729.18	3,729.18	0.00	-38.18	101.03
298-672.000-710.010	STIPEND	0.00	147.00	147.00	0.00	-147.00	0.00
298-672.000-710.030	OPT OUT	1,495.00	0.00	0.00	0.00	1,495.00	0.00
298-672.000-715.010	FICA TAXES	12,995.00	7,788.99	7,788.99	0.00	5,206.01	59.94
298-672.000-716.000	HEALTH INSURANCE	68,152.00	33,302.46	33,302.46	0.00	34,849.54	48.86
298-672.000-718.000	RETIREMENT DEFINED CONTRIBUTION	11,860.00	7,011.36	7,011.36	0.00	4,848.64	59.12
298-672.000-721.000	LONGEVITY	1,269.00	0.00	0.00	0.00	1,269.00	0.00
298-672.000-722.000	LIFE INSURANCE	179.00	103.94	103.94	0.00	75.06	58.07
298-672.000-724.000	WORKERS COMPENSATION INS.	135.00	80.03	80.03	0.00	54.97	59.28
298-672.000-725.000	DISABILITY INSURANCE	1,192.00	615.88	615.88	0.00	576.12	51.67
298-672.000-727.000	OFFICE SUPPLIES	1,000.00	215.90	215.90	0.00	784.10	21.59
298-672.000-730.000	POSTAGE	700.00	429.62	429.62	0.00	270.38	61.37
298-672.000-818.000	CONTRACTUAL SERVICES	20,000.00	6,516.47	6,516.47	0.00	13,483.53	32.58
298-672.000-818.010	CONTRACTUAL SERVICES	0.00	3,244.50	3,244.50	0.00	-3,244.50	0.00
298-672.000-818.020	CONTRACTUAL - Adult Daycare	125,000.00	58,945.20	58,945.20	0.00	66,054.80	47.16
298-672.000-818.030	CONTRACTUAL - Home Del Meals	760,000.00	509,314.33	509,314.33	0.00	250,685.67	67.02
298-672.000-818.040	CONTRACTUAL - In Home Support	1,535,000.00	633,002.65	633,002.65	0.00	901,997.35	41.24
298-672.000-818.050	CONTRACTUAL - Pers Emerg Response System	210,000.00	89,680.00	89,680.00	0.00	120,320.00	42.70
298-672.000-818.060	CONTRACTUAL - Transportation	228,000.00	102,744.06	102,744.06	0.00	125,255.94	45.06
298-672.000-861.000	TRAVEL EXPENSES	2,660.00	0.00	0.00	0.00	2,660.00	0.00
298-672.000-861.010	TRAVEL - ROOM/BOARD	3,580.00	0.00	0.00	0.00	3,580.00	0.00
298-672.000-861.020	TRAVEL - MILEAGE/FUEL	3,370.00	0.00	0.00	0.00	3,370.00	0.00
298-672.000-861.030	TRAVEL - CONF/REGISTRATION/TRAINING	2,870.00	0.00	0.00	0.00	2,870.00	0.00
298-672.000-900.000	PRINTING & BINDING	1,000.00	663.40	663.40	0.00	336.60	66.34
298-672.000-901.000	ADVERTISING	100,000.00	18,937.30	18,937.30	0.00	81,062.70	18.94
298-672.000-955.000	LOW VALUE EQUIPMENT	1,500.00	0.00	0.00	0.00	1,500.00	0.00
298-672.000-958.000	MEMBERSHIPS & SUBSCRIPTIONS	500.00	0.00	0.00	0.00	500.00	0.00
298-672.000-960.000	INDIRECT EXP	66,510.00	58,243.50	58,243.50	0.00	8,266.50	87.57

**Expenditure Status Report**

Allegan County  
 1/1/2024 through 7/31/2024

298 SENIOR SERVICES FUND

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
298-672.000-964.000 REFUNDS AND REBATES	0.00	-1,228.51	-1,228.51	0.00	1,228.51	0.00
<b>Total SENIOR SERVICES FUND</b>	3,330,814.00	1,633,648.49	1,633,648.49	0.00	1,697,165.51	49.05
<b>Grand Total</b>	3,330,814.00	1,633,648.49	1,633,648.49	0.00	1,697,165.51	49.05

## Allegan County Senior Services: August 2024 Service Delivery Report

### ADULT DAY CARE (ADC) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	WAITLIST
2023 YE	35	70	15	16	9,398	21
AUGUST	25	2	2	1	1,098	12
2024 YTD	27	27	9	6	7847	10

Waitlist 8/31/24  
Waitlist 10/1/24

### PERSONAL EMERGENCY RESPONSE SYSTEM (PERS) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	WAITLIST
2023 YE	1,050	351	401	309	1,050	0
AUGUST	737	36	37	34	737	0
2024 YTD	962	233	277	221	962	0

### HOME DELIVERED MEALS (HDM) - Sole provider

	CLIENTS	REFERRAL	INTAKE	DC	UNITS	DONATIONS	WAITLIST
2023 YE	647	326	293	330	90,560	\$1,083.00	0
AUGUST	300	27	13	21	7,383	\$115.00	0
2024 YTD	463	203	126	191	55,887	\$670.00	0

### IN HOME SUPPORTS (IHS) - Three providers

	CLIENTS	REFERRAL	INTAKE	DC	UNITS #1	UNITS #2	UNITS #3	WAITLIST
2023 YE	474	387	115	69	23,629	6,782	2,727	28
AUGUST	321	39	14	13	1,915	533	445	22
2024 YTD	398	199	96	64	11,802	4,029	2,576	14

Waitlist 8/31/24  
Waitlist 10/1/24

### SENIOR/VOLUNTEER TRANSPORTATION (VT) - Sole provider

	# RIDERS	# NEW	UNMET	BUS TRIPS	VT TRIPS	BUS COST	VT UNITS	VT COST	ADDL COSTS*	DONATIONS
2023 YE	914	81	5	1,759	2,111	\$82,563.00	92,729	\$60,274.00	\$11,707.00	\$648.00
AUGUST	69	4	1	213	126	\$11,192.00	5,394	\$3,613.98	\$179.00	\$15.00
2024 YTD	629	59	7	1,533	1,334	\$78,329.00	55,350	\$35,334.46	\$1,456.14	\$124.00

#### 2023 YE:

Clients = January 2023 Starting # + Total 2023 Intake

Riders = Total # Riders at YE

#### 2024 YTD:

Clients = January 2024 Starting # + Total 2024 Intake

Riders = Total Monthly 2024 Riders

#### SENIOR SERVICE METRICS KEY

**CLIENTS:** # of clients being served

**WAITLIST:** # of clients waiting for service

**REFERRAL:** # of clients requesting service

**INTAKE:** # of clients being connected to service

**DC:** Discharged - # of clients being discharged from service

**VT:** Volunteer Driver

**UNITS:** Unit of measurement varies per service (see below)

**ADC** - # of ADC hours provided to clients

**PERS** - # of PERS units in service

**HDM** - # of HDM meals delivered

**IHS** - # of IHS hours provided to clients

**VT** - # of VT miles driven

**Expenditure Status Report**

Allegan County  
 1/1/2024 through 8/31/2024

**298 SENIOR SERVICES FUND**

<u>Account Number</u>		<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
298-672.000	SENIOR SERVICES						
298-672.000	SENIOR SERVICES						
298-672.000-703.000	SALARIES & WAGES - FULL TIME	168,156.00	113,476.03	113,476.03	0.00	54,679.97	67.48
298-672.000-706.000	SALARIES & WAGES - PER DIEM	3,691.00	3,729.18	3,729.18	0.00	-38.18	101.03
298-672.000-710.010	STIPEND	0.00	147.00	147.00	0.00	-147.00	0.00
298-672.000-710.030	OPT OUT	1,495.00	0.00	0.00	0.00	1,495.00	0.00
298-672.000-715.010	FICA TAXES	12,995.00	8,786.62	8,786.62	0.00	4,208.38	67.62
298-672.000-716.000	HEALTH INSURANCE	68,152.00	33,910.04	33,910.04	0.00	34,241.96	49.76
298-672.000-718.000	RETIREMENT DEFINED CONTRIBUTION	11,860.00	7,943.39	7,943.39	0.00	3,916.61	66.98
298-672.000-721.000	LONGEVITY	1,269.00	0.00	0.00	0.00	1,269.00	0.00
298-672.000-722.000	LIFE INSURANCE	179.00	103.94	103.94	0.00	75.06	58.07
298-672.000-724.000	WORKERS COMPENSATION INS.	135.00	90.67	90.67	0.00	44.33	67.16
298-672.000-725.000	DISABILITY INSURANCE	1,192.00	615.88	615.88	0.00	576.12	51.67
298-672.000-727.000	OFFICE SUPPLIES	1,000.00	272.58	272.58	0.00	727.42	27.26
298-672.000-730.000	POSTAGE	700.00	429.62	429.62	0.00	270.38	61.37
298-672.000-818.000	CONTRACTUAL SERVICES	20,000.00	6,516.47	6,516.47	0.00	13,483.53	32.58
298-672.000-818.010	CONTRACTUAL SERVICES	0.00	3,244.50	3,244.50	0.00	-3,244.50	0.00
298-672.000-818.020	CONTRACTUAL - Adult Daycare	125,000.00	70,197.14	70,197.14	0.00	54,802.86	56.16
298-672.000-818.030	CONTRACTUAL - Home Del Meals	760,000.00	586,820.37	586,820.37	0.00	173,179.63	77.21
298-672.000-818.040	CONTRACTUAL - In Home Support	1,535,000.00	734,217.75	734,217.75	0.00	800,782.25	47.83
298-672.000-818.050	CONTRACTUAL - Pers Emerg Response System	210,000.00	104,420.00	104,420.00	0.00	105,580.00	49.72
298-672.000-818.060	CONTRACTUAL - Transportation	228,000.00	106,880.28	106,880.28	0.00	121,119.72	46.88
298-672.000-861.000	TRAVEL EXPENSES	2,660.00	0.00	0.00	0.00	2,660.00	0.00
298-672.000-861.010	TRAVEL - ROOM/BOARD	3,580.00	0.00	0.00	0.00	3,580.00	0.00
298-672.000-861.020	TRAVEL - MILEAGE/FUEL	3,370.00	0.00	0.00	0.00	3,370.00	0.00
298-672.000-861.030	TRAVEL - CONF/REGISTRATION/TRAINING	2,870.00	0.00	0.00	0.00	2,870.00	0.00
298-672.000-900.000	PRINTING & BINDING	1,000.00	663.40	663.40	0.00	336.60	66.34
298-672.000-901.000	ADVERTISING	100,000.00	21,667.30	21,667.30	0.00	78,332.70	21.67
298-672.000-955.000	LOW VALUE EQUIPMENT	1,500.00	0.00	0.00	0.00	1,500.00	0.00
298-672.000-958.000	MEMBERSHIPS & SUBSCRIPTIONS	500.00	150.00	150.00	0.00	350.00	30.00
298-672.000-960.000	INDIRECT EXP	66,510.00	66,564.00	66,564.00	0.00	-54.00	100.08

### Expenditure Status Report

Allegan County  
 1/1/2024 through 8/31/2024

298 SENIOR SERVICES FUND

<u>Account Number</u>	<u>Adjusted Appropriation</u>	<u>Expenditures</u>	<u>Year-to-date Expenditures</u>	<u>Year-to-date Encumbrances</u>	<u>Balance</u>	<u>Prct Used</u>
298-672.000-964.000 REFUNDS AND REBATES	0.00	-13.65	-13.65	0.00	13.65	0.00
<b>Total SENIOR SERVICES FUND</b>	3,330,814.00	1,870,832.51	1,870,832.51	0.00	1,459,981.49	56.17
<b>Grand Total</b>	3,330,814.00	1,870,832.51	1,870,832.51	0.00	1,459,981.49	56.17



**2024 Marketing Plan - COA Marketing Budget Allocation (Approved by COA 3/20/24)**

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	
<b>SOCIAL MEDIA ADVERTISING</b>													
FB			\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$2,500.00
YouTube Ads			\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,800.00
<b>Total Social Media</b>													<b>\$4,300.00</b>
<b>DIGITAL DISPLAY ADS</b>													
Targeted Ads: Include Key Words and Display Ads			\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$5,000.00
<b>Total Digital Ads</b>													<b>\$5,000.00</b>
<b>RADIO</b>													
COOL 101 2 wks flights, 28 spots				\$500.00		\$500.00		\$500.00		\$500.00		\$500.00	\$2,500.00
WHTC 2 wks flights, 28 spots					\$500.00		\$500.00		\$500.00		\$500.00		\$2,000.00
<b>Total Radio</b>													<b>\$4,500.00</b>
<b>PRINT</b>													
Allegan News - 1/8 page, 4.93"x5", 2x per month, 26 total			\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$191.67	\$2,300.00
Senior Preferences - 1/2 page, 7.375"x4.8125", yearly publication													\$1,425.00
<b>Total Print</b>													<b>\$3,725.00</b>
<b>VIDEO UPDATE</b>													
Video revisions and production													\$5,000.00
<b>DIRECT MAILER/POSTCARD</b>													
\$3,800 Printing													
\$800 List & Mailing Prep													
\$3,400 Postage (Estimated)													\$8,000.00
<b>GS Admin/Creative Monthly Fee</b>			\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$825.00	\$8,250.00
<b>Total Media</b>													<b>\$30,525.00</b>
<b>Total APPROVED COA Advertising Budget for 2024</b>													<b>\$38,775.00</b>

# ALLEGAN COUNTY SENIOR SERVICES & VETERAN SERVICES 2024 CAMPAIGN



Presented to: **Jennifer Garcia-Allegan County Senior Services**

Presented by: **Sandra Ireland**

REVISED 10/1/2024



WOODTV.COM



# WOOD TV8

## Overview of our Conversation

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### GOALS AND STRATEGIES

#### GOALS

- Create awareness of e-news letter and build list with addressable display and video
- Reach more seniors and enhance ACC services
- Create awareness of available ACSS services within all Allegan County Households A35+
- Reach all households in Allegan County with Adults 35+ with messaging about the e-newsletter.
- Build e-newsletter data base through online signup

#### STRATEGIES

- Send direct messages to 16,500 households using Addressable Reach - display and video messaging.
- Launch online campaign in Mid October to maximize recognition when postcard arrives.
- Call to action to submit email address and to sign up for the e-newsletter
- Continue to place messaging for 30 days in front of everyone who visits ACSS website with site retargeting



WOODTV.COM



# SEND DIRECT MESSAGES TO HOUSEHOLDS WITH ADDRESSABLE X

Addressable solutions allow advertisers to pinpoint the delivery of their messages to opportunity households. This targeting technology can be executed through Streaming TV, Video PreRoll, and Display solutions.

You provide us with a list of your customers' mailing addresses



Address Reach recognizes when a customer is at the address and online



Your customers receive your targeted ads while browsing on any internet-enabled device



**Tracking success:** Website visits.

## **Recommendation:**

**115,000 Display Impressions**

**60,000 Video Impressions**

**Delivered to Addresses Provided by Allegan County  
(Represents 90% of available impressions)**

**Flight Dates: October, November & December**



## RE-ENGAGE YOUR WEBSITE VISITORS WITH SITE RETARGETING

Site Retargeting continues to engage people who have visited your website and have shown interest or intent-to-buy. This can be done with both video and display ads, allowing you to continue the conversation with high quality prospects and increase conversion.

**Tracking success:** Impressions, clicks, click rate, the engagement of creative, digital lift, and onsite engagement

**Recommendation: 25,000 Impressions**



# ALLEGAN COUNTY SENIOR SERVICES & VETERAN SERVICES 2024 CAMPAIGN

## GANTT CHART

TACTIC	NOTES	OCT	NOV	DEC	TOTAL
Addressable Reach	Display & Video	\$3,200	\$3,200	\$3,200	\$9,600
Site Retargeting		\$200	\$200	\$200	\$600
<b>TOTAL</b>		\$3,500	\$3,500	\$3,500	\$10,200

X \_\_\_\_\_  
 Sign me up! \_\_\_\_\_ Date





COA MEETING	ACTION ITEM	ACTION TAKEN	DATE SENT TO ADMINISTRATION	ACTION TAKEN	STATUS
7/17/2024	Recommend adding November 20 to 2024 meeting calendar; Strategic Planning to occur in December	Approved	N/A	N/A	COMPLETE
6/26/2024	Recommend looking into AAAWM grant funding to expand caregiver resources & training for Allegan County	Approved	N/A	N/A	In-Progress
6/26/2024	COA Accepted Stuart Peet's resignation from COA and AAAWM Board of Directors Effective 6/26/24	Approved	7/25/2024	N/A	COMPLETE
6/26/2024	Recommend accepting the FY25 AAAWM Annual Implementation Plan as presented	Approved	6/26/2024	N/A	COMPLETE
6/26/2024	Recommend continuation of Generations contract amendment to cover transportation costs under COA	Declined	N/A	N/A	COMPLETE
6/26/2024	Recommend 6 month contract extension at current unit rate for Generations/Adult Day Services	Approved	N/A	N/A	COMPLETE
5/15/2024	Meeting Time Change to 9a - 11a; Revised on COA Calendar & County Website (public meeting notices)	Approved	N/A	N/A	COMPLETE
4/17/2024	Recommendation to grant exception to Adult Day Care contract so as not to require Generations to pay to transport participants via Allegan County Transportation. Valid thru contract of June 30, 2024.	Approved	N/A	N/A	COMPLETE
3/20/2024	Approved 2024 COA Marketing Budget Allocation	Approved	N/A	N/A	COMPLETE
2/21/2024	Recommend continuing marketing work with GreenStreet at Option 2 level (not to exceed \$10k)	Approved	N/A	N/A	COMPLETE
1/17/2024	Officers elected: Larry Ladenburger, Chair; Rich Butler, Vice Chair	Approved	N/A	N/A	COMPLETE



## ***Senior Services Workgroup***

Idea proposed by Judy Habetler, public member; survey to Allegan seniors to gauge interest in senior programming activities, types, etc.

### **Survey for Senior Activities Interest**

#### **1. General Interest**

- **Are you interested in participating in activities or events specifically designed for seniors in our community?**
  - Yes
  - No
  - Maybe
- **\*\*If yes or maybe, what types of activities would you be most**

#### **1.a Types of Activities**

- **Social & Recreational:**
  - Card games (e.g., Bridge, Poker, Rummy)
  - Board games (e.g., Chess, Scrabble)
  - Bingo
- **Physical Activities:**
  - Walking groups
  - Yoga or stretching classes
  - Tai Chi
  - Chair exercises
  - Dance classes (e.g., line dancing, ballroom)
- **Educational & Discussion Groups:**
  - Guest lectures (e.g., local history, health topics)
  - Technology training (e.g., using smartphones, social media)
  - Discussion groups (e.g., current events, travel experience)
  - Coffee meetings, casual
- **Health & Wellness:**
  - Health screenings (e.g., blood pressure, cholesterol)
  - Meditation or mindfulness sessions
  - Nutrition classes
- **Cultural & Entertainment:**
  - Movie outings
  - Museum visits
  - Local excursions (e.g., farmer's market, botanical gardens)
- **Volunteering & Community Involvement:**
  - Community service projects
  - Mentoring younger generations
  - Environmental activities (e.g., community clean-up)

## 2. Frequency and Duration

- **How often would you like these activities to occur?**
  - Daily
  - Weekly
  - Bi-weekly
  - Monthly
- **What times of day work best for you to attend these activities?**
  - Morning (9 AM - 12 PM)
  - Afternoon (12 PM - 4 PM)
  - Evening (4 PM - 7 PM)
- **How long should each activity last?**
  - 30 minutes
  - 1 hour
  - 1.5 hours
  - 2 hours or more

## 3. Location Preferences

- **Where would you prefer to participate in these activities?**
  - Local community center or cafe
  - Library
  - Outdoors (e.g., parks)
  - At home via google meet

## 4. Cost and Affordability

- **Would you be willing to pay a small fee for certain activities (e.g., materials for crafts, entry fees for trips)?**
  - Yes
  - No
  - Maybe
- **If yes or maybe, what is the maximum amount you would be comfortable paying per activity?**
  - \$0 - \$5
  - \$5 - \$10
  - \$10 - \$20
  - More than \$20
- **Would you be interested in free activities that require volunteer participation in organizing or leading?**
  - Yes
  - No
  - Maybe