



# Nevada County Aging & Disability Action Plan

(July 2023 – June 2026)

As the basis for the Nevada County Aging and Disability Playbook, the Action Plan below details the specific goals, strategic actions, and key steps the community will take to make measurable progress toward improving the lives of older adults and people with disabilities throughout the county. The Action Plan is operating within a three (3)-year timeframe, with the first cycle in July 2023 through June 2026 (fiscal years). This plan will be a working document throughout the course of the project, with needed adjustments made based on progress, revisions, changing environmental conditions, funding, regulations, and other internal or external forces. Beginning in July 2026, the Action Plan will be revisited for an official plan update to prepare for the next Action Plan cycle.



## Goal 1: Inclusion, Equity, and Social Participation

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
<b>Strategy 1.1:</b> Support the development of senior centers in both	▶ Support gold country senior services with the senior center that is under development.	▶ Gold Country Senior Services	▶ Adult Services – Nevada County	July 2023 (Year 1)	▶ December 2023 (Year 1)	▶ Western County: Doors open and services

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
Eastern and Western Nevada County.	<ul style="list-style-type: none"> <li>Investigate and coordinate with Truckee’s Sierra Senior Services social and senior services and activities.</li> </ul>	<ul style="list-style-type: none"> <li>Sierra Senior Services</li> </ul>	<ul style="list-style-type: none"> <li>Agency on Aging Area 4 (AAA4)</li> <li>Aging &amp; Disability Resource Connection (ADRC)</li> </ul>		(Western County) <ul style="list-style-type: none"> <li>Ongoing (Eastern County)</li> </ul>	coordinated for Senior Center. <ul style="list-style-type: none"> <li>Eastern County: Services coordinated with Sierra Senior Services of Truckee.</li> </ul>
<b>Strategy 1.2:</b> Engage with diverse cultural groups to leverage connection and support for seniors and people with disabilities from underserved communities.	<ul style="list-style-type: none"> <li>Create a list of cultural groups and key contacts.</li> <li>Gather input on unique outreach opportunities and needs of communities represented.</li> <li>Conduct focus groups/interviews to ensure culturally competent services and messaging.</li> <li>Ensure culturally relevant marketing efforts are in the Communications/Marketing Plan (See <a href="#">Goal 6: Strategy 6.2</a>).</li> </ul>	<ul style="list-style-type: none"> <li>ADRC</li> <li>Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>Color Me Human</li> <li>California Heritage Indigenous Research Project (CHIRP)</li> <li>Tahoe Truckee Community Collaborative</li> </ul>	July 2023 (Year 1)	June 2024 (Year 1)	List of cultural groups and outreach opportunities

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
<b>Strategy 1.3:</b> Improve access to technology to connect older adults and people with disabilities to internet services and resources.	<ul style="list-style-type: none"> <li>▶ Investigate how we can support local broadband expansion efforts.</li> <li>▶ Implement access to technology grants for internet-connected devices for older adults and people with disabilities.</li> <li>▶ Identify and develop training resources.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ AAA4</li> <li>▶ California Low-Cost Internet Plans (state)</li> <li>▶ City Councils</li> <li>▶ Economic Resource Council (ERC)</li> <li>▶ Local broadband initiative</li> <li>▶ Nevada County Board of Supervisors</li> <li>▶ Planning Departments</li> <li>▶ Truckee Donner Public Utility District</li> </ul>	July 2023 (Year 1)	June 2026 (Year 3)	Number of devices and trainings tracked.
<b>Strategy 1.4:</b> Investigate interest in the local development of adopt-a-grandparent/adopt-a-grandchild programs.	<ul style="list-style-type: none"> <li>▶ Identify a community partner to lead this effort, depending on interest.</li> <li>▶ Research existing models from other communities.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ Churches</li> <li>▶ Schools</li> <li>▶ Sierra Nevada Children’s Services (SNCS)</li> </ul>	July 2025 (Year 3)	June 2026 (Year 3)	Community-viability of the program(s) determined.
<b>Strategy 1.5:</b> Research and investigate a	<ul style="list-style-type: none"> <li>▶ Identify lead agency.</li> <li>▶ Investigate previous efforts, including opportunities and</li> </ul>	Adult Services – Nevada County	<ul style="list-style-type: none"> <li>▶ Eskaton</li> <li>▶ Neighborhood Association</li> <li>▶ Nevada City Co-Housing</li> <li>▶ Neighborhood Watch</li> </ul>	July 2025 (Year 3)	June 2026 (Year 3)	Community-viability of the program determined.

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
"Village Model" that fits our community.	barriers for program development.		<ul style="list-style-type: none"> <li>▶ Residents Council</li> <li>▶ Wolf Creek Co-Housing</li> </ul>			



## Goal 2: Housing for All Ages and Stages

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcome(s)
<b>Strategy 2.1:</b> Increase recuperative care beds for the homeless.	<ul style="list-style-type: none"> <li>▶ Identify a funding stream to support the addition of beds.</li> <li>▶ Identify needed professional medical personnel if new beds are provided.</li> </ul>	Hospitality House	<ul style="list-style-type: none"> <li>▶ Adult Services – Nevada County (referrals)</li> <li>▶ Homeless Resource Council</li> <li>▶ Hospitality House</li> <li>▶ Nevada County Housing and Community Services</li> </ul>	July 2023 (Year 1)	June 2026 (Year 3)	Increase the number of beds for medically fragile homeless customers.
<b>Strategy 2.2:</b> Promote and develop co-housing options and availability.	<ul style="list-style-type: none"> <li>▶ Develop a list of available co-housing options.</li> <li>▶ Market and promote the Home Share American River program locally.</li> </ul>	Home Share American River	Nevada County Housing and Community Services	July 2023 (Year 1)	June 2026 (Year 3)	Active list of available co-housing opportunities.
<b>Strategy 2.3:</b> Investigate the use of, and incentives for tiny homes and Accessory Dwelling Units	<ul style="list-style-type: none"> <li>▶ Investigate updates to local codes to allow trailers on private properties.</li> </ul>	ADRC	<ul style="list-style-type: none"> <li>▶ Board of Supervisors and City Councils</li> </ul>	January 2024 (Year 1)	June 2026 (Year 3)	Support changes in 2 policies/local building codes.

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcome(s)
(ADUs) to improve housing access, affordability, and sustainability.	<ul style="list-style-type: none"> <li>▶ Investigate Regional Housing Authority’s (RHA) ability to update voucher policies for trailers/mobile homes to allow vouchers.</li> <li>▶ Access to incentives/vouchers for people with units with a shared bathroom.</li> <li>▶ Investigate incentives for ADU development in the county.</li> </ul>		<ul style="list-style-type: none"> <li>▶ Community Representatives</li> <li>▶ Local Planning and Zoning</li> <li>▶ Nevada County Housing and Community Services</li> </ul>			
<b>Strategy 2.4:</b> Coordinate with Nevada County to investigate pursuing AARP livable communities and Prohousing Designation Programs to spur housing and make it more livable.	<ul style="list-style-type: none"> <li>▶ Identify lead agency.</li> <li>▶ Convene multi-agency/citizens workgroups and advocacy groups.</li> <li>▶ Research planning policies.</li> <li>▶ Conduct a self-assessment.</li> <li>▶ Make a plan.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ County and City</li> <li>▶ Local Planning Department</li> <li>▶ Nevada County Housing and Community Services</li> </ul>	January 2024 (Year 1)	June 2026 (Year 3)	Lead agency identified and a plan developed.
<b>Strategy 2.5:</b> Prepare local facilities to utilize the Home & Community-Based Alternatives Waiver and	<ul style="list-style-type: none"> <li>▶ Identify local board and cares and/or assisted living facilities to participate in this state-funded program.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ Counties approved for this program (referral source) (Alameda, Contra</li> </ul>	July 2024 (Year 2)	June 2026 (Year 3)	1-3 local facilities to participate in the state-funded program.

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcome(s)
for the Assisted Living Waiver Integration legislation to go into effect.	<ul style="list-style-type: none"> <li>▶ Market and promote assisted living waiver program locally.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Nevada County Housing and Community Services</li> </ul>	<ul style="list-style-type: none"> <li>Costa, Fresno, Kern, Los Angeles, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, and Sanoma counties)</li> <li>▶ Home and Community-based Alternatives Waiver and Assisted Living Waiver (HCBA-ALW) Integration legislation for February 28, 2024 – to be available in all counties</li> </ul>			



## Goal 3: Enhanced Caregiving Resources

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
<p><b>Strategy 3.1:</b> Investigate the creation of a community college-caregiver pipeline.</p>	<ul style="list-style-type: none"> <li>▶ Identify a lead agency/group.</li> <li>▶ Identify courses/classes at the community level to engage.</li> <li>▶ Promote the program to the community and caregiving agencies.</li> </ul>	<p>Connecting Point (211)</p>	<ul style="list-style-type: none"> <li>▶ Sierra College</li> <li>▶ High School</li> <li>▶ Connecting Point (211) In Home Supportive Services Career Pathways Program</li> <li>▶ Comfort Keepers</li> <li>▶ AgapeCare Home Health Inc.</li> <li>▶ All About Care</li> <li>▶ Altern Home Care LLC</li> <li>▶ Always Best Care Senior Services</li> <li>▶ Amah Home Care</li> <li>▶ Helping Heart Senior Care Services</li> <li>▶ Home Instead</li> <li>▶ HomeWell Care Services</li> <li>▶ Interim HealthCare of Grass Valley</li> </ul>	<p>July 2023 (Year 1)</p>	<p>June 2024 (Year 1)</p>	<p>Establish curriculum and regularly scheduled classes.</p>



Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
			<ul style="list-style-type: none"> <li>▶ Interim Home Style Services</li> <li>▶ One Source – Empowering Caregivers</li> <li>▶ Partner’s In Care</li> <li>▶ Pawnie’s Home Care</li> <li>▶ Progressive Home Care</li> <li>▶ Rhonda’s After Care</li> <li>▶ Shekinah Care-In Home Care for Seniors</li> <li>▶ Sierra Nevada Home Care</li> </ul>			
<p><b>Strategy 3.2:</b> Identify funding resources for Sierra Palliative Services.</p>	<ul style="list-style-type: none"> <li>▶ Outreach to community partners for collaboration and possible funding stream opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Hospice of the Foothills</li> <li>▶ Dignity Health Care</li> </ul>	<ul style="list-style-type: none"> <li>▶ To be determined</li> </ul>	<p>July 2023 (Year 1)</p>	<p>June 2024 (Year 1)</p>	<p>Establish an operational palliative care system for our community.</p>
<p><b>Strategy 3.3:</b> Determine the local barriers to obtaining an In-Home Supportive Services (IHSS) caregiver for those who qualify.</p>	<ul style="list-style-type: none"> <li>▶ Conduct interviews with service providers.</li> <li>▶ Investigate doing a survey with IHSS recipients.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Connecting Point (211)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Adult Services – Nevada County IHSS</li> <li>▶ California Department of Social Services</li> <li>▶ One Source – Empowering Caregivers</li> </ul>	<p>July 2023 (Year 1)</p>	<p>June 2024 (Year 1)</p>	<p>List of identified barriers and recommendations.</p>

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
			<ul style="list-style-type: none"> <li>▶ United Domestic Workers (UDW)</li> </ul>			
<b>Strategy 3.4:</b> Increase the availability of respite care.	<ul style="list-style-type: none"> <li>▶ Explore funding sources.</li> <li>▶ Recruit volunteers as respite caregivers.</li> </ul>	One Source – Empowering Caregivers	<ul style="list-style-type: none"> <li>▶ Connecting Point (211)</li> <li>▶ Dignity Health/Sierra Nevada Memorial Hospital</li> </ul>	July 2023 (Year 1)	June 2025 (Year 2)	Robust respite volunteer list both in print and online.
<b>Strategy 3.5:</b> Advocate for standardizing IHSS caregiver pay across the State.	<ul style="list-style-type: none"> <li>▶ Investigate possible legislation and advocacy opportunities for a standard wage increase.</li> <li>▶ Ensure positive marketing efforts to elevate the caregiving/caregiver profession are in the Communications/Marketing Plan (See <a href="#">Goal 6: Strategy 6.2</a>).</li> </ul>	Connecting Point (211)	<ul style="list-style-type: none"> <li>▶ California State Department of Social Services (DSS)</li> <li>▶ IHSS Advocacy Group</li> <li>▶ Public Health Directors Association</li> <li>▶ UDW</li> </ul>	July 2023 (Year 1)	June 2026 (Year 3)	Participate in 3 advocacy efforts.
<b>Strategy 3.6:</b> Expand adult day programs.	<ul style="list-style-type: none"> <li>▶ Identify partners.</li> <li>▶ Explore funding sources.</li> <li>▶ Establish at least two new adult day programs that are centrally located, one in</li> </ul>	Alta Regional Center	<ul style="list-style-type: none"> <li>▶ AAA4</li> <li>▶ ADRC</li> <li>▶ Alzheimer’s Association</li> <li>▶ Alzheimer’s Outreach Program</li> </ul>	July 2024 (Year 2)	June 2026 (Year 3)	Establish 2 new adult day programs.

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
	Western and one in Eastern County.		<ul style="list-style-type: none"> <li>▶ Engaged Services</li> <li>▶ Gold Country Senior Services (upcoming Senior Center)</li> <li>▶ Helping Hands in Penn Valley</li> <li>▶ Hospital/Medical Sector</li> <li>▶ Neighborhood Center of the Arts</li> <li>▶ Nevada County Association of the Developmentally Disabled</li> <li>▶ One Source – Empowering Caregivers</li> <li>▶ PRIDE</li> </ul>			



## Goal 4: Progressive Health Care Access

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
<b>Strategy 4.1:</b> Investigate opportunities to increase access to telehealth.	<ul style="list-style-type: none"> <li>▶ Apply for grant programs.</li> <li>▶ Speak to Partnership Health on telehealth options and identify gaps.</li> <li>▶ Outreach with California Low-Cost Internet Plans to make it available.</li> <li>▶ Training on technology and support.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ Dignity Health/Sierra Nevada Memorial Hospital</li> <li>▶ Health Plans</li> <li>▶ Home Health</li> <li>▶ Nevada County Senior Outreach Nurse Team</li> <li>▶ Partnership Health</li> <li>▶ Sierra Services for the Blind</li> <li>▶ Technology grant program</li> </ul>	July 2023 (Year 1)	June 2024 (Year 1)	Identify 3 activities that will increase access to telehealth in Nevada County.
<b>Strategy 4.2:</b> Ensure effective coordination of CalAIM Funding in the County.	<ul style="list-style-type: none"> <li>▶ Understand the CalAIM program and how it impacts local service providers.</li> <li>▶ Identify agency/organization that could contract with CalAIM and subcontract local partners.</li> </ul>	Behavioral Health – Nevada County	<ul style="list-style-type: none"> <li>▶ AAA4</li> <li>▶ Adult Services – Nevada County</li> <li>▶ Health Care Squared (HC<sup>2</sup>) Strategies</li> <li>▶ Hospitality House</li> <li>▶ Managed Care Plans</li> </ul>	July 2023 (Year 1)	June 2026 (Year 3)	75% of enhanced case management are provided by local providers.

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
	<ul style="list-style-type: none"> <li>▶ Coordinate a collaborative group of interested providers.</li> <li>▶ Connect potential providers with Partnership Health managed care plan for 2024 rollout.</li> </ul>		<ul style="list-style-type: none"> <li>▶ Partnership Health Plan</li> </ul>			
<b>Strategy 4.3:</b> Get mental health volunteers for family therapy and safety planning.	<ul style="list-style-type: none"> <li>▶ Identify lead agency/organization.</li> <li>▶ Investigate the potential for a community program.</li> </ul>	Adult Services – Nevada County	<ul style="list-style-type: none"> <li>▶ Anew Day Counseling</li> <li>▶ Behavioral Health – Nevada County</li> <li>▶ FREED (Pearls Program)</li> <li>▶ National Alliance for Mental Illness (NAMI)</li> <li>▶ Spirit Center</li> </ul>	July 2024 (Year 2)	June 2025 (Year 2)	List of volunteers able to help and support community families.
<b>Strategy 4.4:</b> Investigate and promote prescription drug affordability options.	<ul style="list-style-type: none"> <li>▶ Investigate options (drug plans, manufacturer assistance programs, etc.).</li> <li>▶ Outreach to inform the community.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ AAA4</li> <li>▶ Health Insurance Counseling &amp; Advocacy Program (HICAP)</li> <li>▶ Hospital Foundation</li> </ul>	July 2024 (Year 2)	June 2025 (Year 2)	Drug affordability options gathered and communication tools developed/ distributed.



## Goal 5: Expanded Transportation Options

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
<b>Strategy 5.1:</b> Promote the Dial-A-Ride area expansion.	<ul style="list-style-type: none"> <li>▶ Develop marketing/ advertising to be disseminated to partner agencies.</li> </ul>	Nevada County Connects	<ul style="list-style-type: none"> <li>▶ Dial-A-Ride</li> <li>▶ Nevada County Transit Services</li> <li>▶ Nevada County Transportation Commission (NCTC)</li> </ul>	July 2023 (Year 1)	June 2026 (Year 3)	Outreach materials distributed to ADRC partners.
<b>Strategy 5.2:</b> Secure funding for on-demand transportation.	<ul style="list-style-type: none"> <li>▶ Identify the funding available for on-demand transportation and the need for additional funding.</li> <li>▶ Investigate AAA4 funding, any potential flexibilities, and creative ways to fund on-demand transportation.</li> </ul>	ADRC	<ul style="list-style-type: none"> <li>▶ AAA4</li> <li>▶ Hospitality House (Sunday Service provider)</li> <li>▶ Nevada County Transit Services</li> <li>▶ Nevada County Now Paratransit Services</li> <li>▶ Nevada County Connects</li> <li>▶ Seniors First Placer Rides</li> </ul>	July 2023 (Year 1)	June 2026 (Year 3)	Increase funding for on-demand transportation.

Strategic Actions	Key Steps	Lead Agency/ Group	Available Resources	Start Date	Due Date	Desired Outcomes
<b>Strategy 5.3:</b> Research the feasibility of a volunteer transportation program.	<ul style="list-style-type: none"> <li>▶ Identify partners for program coordination.</li> <li>▶ Identify funding sources for gas and insurance.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Gold County Senior Services</li> <li>▶ Nevada County Connects</li> <li>▶ Transit for the Tahoe Area (TART)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Connecting Point (211)</li> <li>▶ Transit for the Tahoe Area (TART)</li> </ul>	July 2024 (Year 2)	June 2026 (Year 3)	Have an active list of volunteers willing to provide transportation to our customers.
<b>Strategy 5.4:</b> Coordinate outreach to older adults and people with disabilities regarding transportation service opportunities including travel training.	<ul style="list-style-type: none"> <li>▶ Identify a funding source.</li> <li>▶ Identify partners to conduct training.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Connecting Point (211)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Connecting Point (211) (previous trainer)</li> <li>▶ Nevada County Connects</li> </ul>	July 2024 (Year 2)	June 2026 (Year 3)	Have active list of trainers supporting our customers with how to use the bus system.
<b>Strategy 5.5:</b> Increase transportation services to and from medical appointments for the blind and visually impaired.	<ul style="list-style-type: none"> <li>▶ Identify additional funding sources to increase capacity in Western County and establish services in Eastern County.</li> <li>▶ Identify partners to assist with volunteer recruitment efforts for Eastern County.</li> </ul>	Sierra Services for the Blind	<ul style="list-style-type: none"> <li>▶ Connecting Point (211)</li> <li>▶ Dignity Health/Sierra Nevada Memorial Hospital</li> <li>▶ Nevada County Connects</li> <li>▶ Transit for the Tahoe Area (TART)</li> </ul>	July 2024 (Year 2)	June 2026 (Year 3)	Have an active list of volunteers willing to provide transportation to our customers in both Western and Eastern County.



## Goal 6: Effective Coordination, Communication, & Education

Strategic Actions	Key Steps	Lead Agency/Group	Available Resources	Start Date	Due Date	Desired Outcomes
<p><b>Strategy 6.1:</b> Coordinate with local agencies to provide community guidance about being prepared in the event of emergencies, and the needs of older adults and people with disabilities in evacuations and disasters.</p>	<ul style="list-style-type: none"> <li>▶ Gather available resources and community group input.</li> <li>▶ Create a check-off list/one-pager.</li> <li>▶ Develop a plan for community-wide distribution.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> <li>▶ Veterans Office – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ Connecting Point (211)</li> <li>▶ Fire Safe Council of Nevada County</li> <li>▶ FREED</li> <li>▶ Listos preparedness program</li> <li>▶ Nevada County Office of Emergency Preparedness</li> </ul>	July 2023 (Year 1)	September 2024 (Year 1)	<ul style="list-style-type: none"> <li>▶ Create a check-off list/one-pager for local agencies about the needs of older adults and people with disabilities in times of emergencies.</li> <li>▶ Create a one-page Emergency Resource flyer with local emergency numbers.</li> </ul>
<p><b>Strategy 6.2:</b> Develop a communications/marketing strategy related to available long-term services and supports for</p>	<ul style="list-style-type: none"> <li>▶ Identify an individual to coordinate the project.</li> <li>▶ Identify funding sources.</li> <li>▶ Identify marketing professional with</li> </ul>	ADRC	<ul style="list-style-type: none"> <li>▶ Connecting Point (211)</li> <li>▶ Nevada County Public Information Officer</li> </ul>	July 2023 (Year 1)	June 2025 (Year 2)	<p>Communications/Marketing Plan developed.</p> <p>Online and physical resources developed</p>



Strategic Actions	Key Steps	Lead Agency/Group	Available Resources	Start Date	Due Date	Desired Outcomes
<p>older adults, people with disabilities, and caregivers that takes into consideration social stigmas.</p>	<p>understanding of how to reach and messaging for priority populations.</p> <ul style="list-style-type: none"> <li>▶ Coordinate with statewide marketing plan for ADRCs (depending on the State’s timeline).</li> <li>▶ Develop communications/ marketing plan.</li> <li>▶ Create a booklet and online source with local and statewide programs, services, and supports for older adults, people with disabilities, and caregivers.</li> <li>▶ Create an online caregiver resource page (could be hosted by Sierra Nevada Memorial Foundation)</li> </ul>		<ul style="list-style-type: none"> <li>▶ Navigators</li> <li>▶ Media Outlets (e.g., radio station, newspapers, bus advertisements, newsletters, and social media)</li> <li>▶ Sierra Nevada Memorial Foundation</li> </ul>			<p>with local and statewide programs, services, and supports.</p>
<p><b>Strategy 6.3:</b> Develop tools and strategies to increase coordination and connection among</p>	<ul style="list-style-type: none"> <li>▶ Identify all local community group’s coordination meetings and communicate with service providers.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ Local Assets and Resources Grid</li> <li>▶ Breakfast Club</li> <li>▶ Public Information Officer at Connecting</li> </ul>	<p>July 2023 (Year 1)</p>	<p>June 2026 (Year 3)</p>	<p>Online hub for service providers developed.</p>

Strategic Actions	Key Steps	Lead Agency/Group	Available Resources	Start Date	Due Date	Desired Outcomes
community service providers.	<ul style="list-style-type: none"> <li>▶ Develop a communication tree for the dissemination of messaging, resources, events, meetings, and information.</li> <li>▶ Repository of recorded training for service providers.</li> <li>▶ Develop an online hub for service providers (e.g., social media page).</li> </ul>		<ul style="list-style-type: none"> <li>Point (211) (Key resource for posting information)</li> <li>▶ Media Outlets (e.g., social media for providers and radio spots)</li> </ul>			
<b>Strategy 6.4:</b> Coordinate with local programs and services to continue development of a community data exchange.	<ul style="list-style-type: none"> <li>▶ Identify funding sources to maintain and expand the existing program.</li> <li>▶ Identify a dedicated staff person to work on the database.</li> <li>▶ Identify partner organizations willing to participate</li> </ul>	Connecting Point (211)	<ul style="list-style-type: none"> <li>▶ Adult Services – Nevada County</li> <li>▶ Behavioral Health – Nevada County</li> <li>▶ CalAIM</li> <li>▶ Elder Care Provider Coalition (“purple book”)</li> <li>▶ FREED</li> </ul>	July 2023 (Year 1)	June 2026 (Year 3)	Sustainable community data exchange developed.
<b>Strategy 6.5:</b> Identify and coordinate with agencies to educate the community on existing financial literacy resources (e.g., protection	<ul style="list-style-type: none"> <li>▶ Identify financial literacy educational opportunities in the community.</li> <li>▶ Coordinate with agencies on educational opportunities.</li> </ul>	Adult Services – Nevada County	<ul style="list-style-type: none"> <li>▶ Area Agency on Aging/Area 4 (AAA4) education on scams and fraud</li> </ul>	July 2024 (Year 2)	June 2025 (Year 2)	Produce an annual one-pager of education and educational resources.

Strategic Actions	Key Steps	Lead Agency/Group	Available Resources	Start Date	Due Date	Desired Outcomes
from scams, budgeting, etc.).	<ul style="list-style-type: none"> <li>▶ Develop an educational resources list to refer older adults and people with disabilities.</li> </ul>		<ul style="list-style-type: none"> <li>▶ Chamber of Commerce</li> <li>▶ Financial Institution/Bank</li> <li>▶ FREED (Financial Protection Bureau train-the-trainer)</li> <li>▶ Sierra College</li> <li>▶ Young Entrepreneurs</li> </ul>			
<p><b>Strategy 6.6:</b> Coordinate countywide to leverage state/local funding opportunities.</p>	<ul style="list-style-type: none"> <li>▶ Research and identify grant opportunities to support community needs.</li> <li>▶ Identify countywide partners to leverage funding opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>▶ ADRC</li> <li>▶ Adult Services – Nevada County</li> </ul>	<ul style="list-style-type: none"> <li>▶ AAA4</li> <li>▶ Dignity Health/Sierra Nevada Memorial Hospital</li> <li>▶ California Department of Aging</li> <li>▶ California Department of Rehabilitation</li> <li>▶ Managed Care Plans</li> <li>▶ Nevada County CEO’s Office</li> </ul>	July 2024 (Year 2)	June 2025 (Year 2)	Process established for sharing and coordinating grant and partner opportunities.