

MCCOA 30 October 2027 Retreat Chair's Opening Remarks

Marin County's demographics are shifting, and very shortly older adults will represent over 40% of Marin's population with the number of older adults over 85 years doubling. Those changes are going to shift the existing support structure as well as planning for services and support as we move into the next decade.

Our focus today is to clarify our roles and relationships, determine what we see as successful outcomes, identify key topics and actionable goals to support older adults, older adults with disabilities, and caregivers based on the following foundational principles:

- **Collaboration:** Building and fostering partnerships within the community and agencies to strengthen stronger collaboration, partnership, support, engagements, transparency, understanding, and actionable outcomes.
- **Transparency:** Supporting systems and processes that are data based, sustain transparent decision-making processes, and share metrics and progress with all stakeholders.
- **Enhancing Outcomes;** Strengthening program performance tracking, data collection, and information sharing to increase data-driven decisions that enhance actual outcomes for older adults.
- **Communication:** Establish consistent processes for the clear exchange of information on current issues, concerns, priorities, and activities to support older adults with government agencies and their representatives, organizations who are supporting older adults, and the community by:
 - Expressing our message simply and directly without adding confusing or unnecessary details,
 - Choosing precise words, sticking to the main point, ensuring our core idea is easy to grasp,
 - Utilizing active listening to understand and respond to insights and comments from others.
 - Recognizing the older adult segment has distinct segments that may require special consideration and adjustments to successfully reach each segment with clear, concise, concrete, complete, understandable, and relatable communication.
- **Goals and action plans are clearly defined and actionable:**
 - Specific: Clear, distinct, and unambiguous targets.
 - Measurable: Trackable metrics that show concrete progress.
 - Attainable: Realistic and possible to reach given your resources.
 - Relevant: Meaningful objectives that align with broader goals.
 - Time-bound: Set within a strict deadline or timeframe

At our upcoming November meeting we will be meeting with representatives from Health & Human Services, Aging Adult Services, and Area Agency on Aging to learn about their efforts to support older adults, their assessment process and resulting four-year area plan for older adults, the types of data currently available.

Today we have an exceptional opportunity to explore the best ways to promote the well-being of older adults in Marin County and have the right structure in place to support older adults, older adults with disabilities, and caregivers. I want to thank you for being part of this ongoing effort to ensure older adults' needs are supported and funded today and going forward. Thank you as well as our guide today, Barry Phegan, for being a part of this important discussion and commitment process.

Respectfully,

Lauren Elkin

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MCCOA Chair & City of Novato Representative