MCCOA Strategic Planning Discussion & Voting Items
9 November 2026

In our November meeting the plan is discuss and vote on the Commission's Marin Strategic Plan recommendations. Our thought process is to look at recommendations including:

Item 1 – Marin County needs to prioritize older adult needs into its strategic plan to head off a looming demographic and fiscal crisis**.** Within a decade, older adults will make up 40% of Marin's population, and the population over 80 will double. Investing in proactive strategy today is a fiscal necessity that prevents exponentially higher costs for the County in the future.

Item 2 – While the Commission has discussed key areas of focus and concerns of older adults, we need to formalize a listing of older adult focus areas (see exhibit 1) for:

A. Ageism, inclusion, & equity
B. Health & wellness reimagined
C. Affordable aging
D. Housing & transportation

Item 3 – We need to provide our recommendations for specific items (see exhibit two for examples):

E. Ageism, inclusion, & equity
F. Health & wellness reimagined
G. Affordable aging
H. Housing & transportation

Summary:
Marin County's demographics are shifting. Older adults will soon represent over 40% of Marin's population, with the number of older adults over 70 years doubling. Those changes will shift the existing support structure and plans as we move into the next decade. Given the rapid growth of older adults and incremental need for resources and support, older adults need to be a County Strategic priority and focus on addressing older adults evolving and changing needs over the next decade.

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EXHIBIT 1

A. Ageism, Inclusion & Equity

1) Ensuring older adults included & budgeted as a county priority
2) Address structural & process changes to prioritize support older adult needs
3) Demonstrating commitment over time
4) Incorporating effective community engagement & collaboration
5) Employment
6) Transparency

B. Health & Wellness Reimagined

1) Access to resources
2) Crimes, financial abuse, scams
3) Accessible & affordable health care
4) Care coordination
5) Falls & fall prevention
6) Social isolation & feeling connected
7) Loss of memory or cognition
8) Caregivers (Unpaid & paid), Respite opportunity
9) Building sustainable services, support, & training
10) Collaboration initiatives
11) Expanding volunteer base
12) Emergency preparedness
13) Climate & environment
14) Transparency
15) End of life planning

C. Affordable Aging

1) Basic needs
    a) Housing security
    b) Food insecurity
    c) Financial security
    d) Personal safety
2) Access to resources
    a) Resource guide
    b) Internet
    c) Phone
3) Transparency
    a) Recognizing needs vary by age segment
    b) Needs vary based on where they are in life

D. Housing & Transportation

1) Housing security & affordability
2) Age & disability friendly communities
3) Access to timely transportation support