Aging and Disability Resource Center of St. Croix County Aging Plan
FY 2022–2024

Final
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Executive Summary

The ADRC of St. Croix County is located in the heart of St. Croix County in New Richmond, Wisconsin. The ADRC is a friendly, welcoming places where you can go for information about aging or living with a disability. The ADRC provides information on a broad range of programs and services. The ADRC of St. Croix County has the Aging Unit and ADRC staff co-located in one location. St. Croix continues to be one of the fastest growing counties in Wisconsin. It is important that the ADRC makes St. Croix County a vital community for older adults.

The Aging Unit as a whole has a primary purpose to administer programs to older adults within the county including a Nutrition program, Home Delivered Meals, Caregiver Support Services, Dementia Care Services, Transportation and Elder Benefit Services. The Aging Unit works to ensure that all older individuals have access to information, services and opportunities to live meaningful and rewarding lives.

Mission
The purpose of the Aging & Disability Resource Center of St. Croix County is to empower & support older adults, people who have a disability and their families by serving as a central source of information, assistance, support and access to community resources.

Vision
In fulfilling the mission of the ADRC of St. Croix County, the vision remains to provide a visible and assessable point of contact for all older adults. The ADRC is widely recognized for being the initial contact and promoting easy access to innovative ADRC services.

Values
Our values mirror those of St. Croix County Health and Human Services:

- Responsible: We will make effective use of tax dollars, time, county and natural resources.
- Respect: We will respect those we have been entrusted to serve, co-workers and leadership.
- Honesty: We will communicate openly and honestly.
- Accountability: We will hold each other accountable through our culture and our practices.
- Integrity: We will build trust.
- Transparent: We will share information with stakeholders to increase engagement and awareness.
- Cooperation: We will work together for the common benefit of the whole county and its citizens.
- Innovative: We will take a prudent and creative approach to problem solving.

In Development of the three-year Aging Plan for 2022-2024, the Aging Unit team recognized the continued need to involve the community to gather insight and input to assure that it is a collaboration of those affected or interested in aging services. Due to
reduced in-person contact related to the pandemic and necessary precautions, community engagement became creative this cycle with a survey, in person focus groups, a listening session for the advisory board along with an online interview and other publications. The continued need to educate residents of the services and available aging programs is evident beyond these engagement opportunities. Through the community engagement activities, key areas and considerations were identified in formulation of the Aging Plan goals. Some of the top identified areas include: transportation, social isolation and loneliness, home repairs and upkeep as well as affordable housing options and home health options.

Due to the growth in numbers of older adults in St. Croix County, the challenge ahead will be to meet the needs of the increasing numbers of older adults and to provide an opportunity for them to direct the programs and services which keep them active and living independently in their communities.

A current challenge identified is the recovery of services and programs in result of the COVID-19 pandemic. Continued efforts and awareness of the safety concerns and alternate options will need to be considered as programs move forward. Continued involvement to get older adults back engaged comfortably will be an obstacle as well as redeveloping community partnerships.

The vision into the future for the Aging Unit is to stay relevant to the current needs and services for older adults and families in St. Croix County.

The Aging and Disability Resource has one full-time Administrator who oversees both the ADRC and the Aging Units. The Aging does have three Coordinators who oversee the Transportation, Elderly Nutrition Program and Caregiver Programs respectively.

The Council on Aging and Disabilities has both an appointed Chair and Vice-Chair. The Chair sets the agenda and runs the Council meetings which are held the 2nd Friday of every month, with the exception of February and July.

The Nutrition Advisory Council has both an appointed Chair and Vice-Chair. The Chair runs the Council meetings which are held on a quarterly basis.
Context

What are the age trends for older adults in St. Croix County?

St. Croix County is located in west central Wisconsin and is separated from Minnesota by the St. Croix River on the west. Polk, Pierce and Dunn counties border the north, south and east of St. Croix County respectively. The county has a combined land and water area of 469,760 acres. It is comprised of four cities, nine villages and 21 townships. Hudson is the County Seat. The county is 722.33 square miles in size, has 64 lakes and its rivers include the Apple, Eau Galle, Kinnickinnic, Rush, St, Croix, South Fork Hay and the Willow. Four major hospitals are found in the county: Western Wisconsin Health, Hudson Hospital & Clinic, River Falls Area Hospital and Westfields Hospital and Clinic.

According to the US Census, Population estimates for 2020 indicate that the population of St. Croix County was estimated to be 93,536. Of the total population of 90,687 in 2019, 19,408 or 21.4% of the total population that is over 60 years of age. The percentage of older adults in St. Croix County is slightly less than Wisconsin as a whole, in which nearly 24.4% are age 60 or better.

St. Croix County is part of the Metropolitan Statistical area due to the adjacent St. Paul/Minneapolis Metro area. According to the U.S. Census Bureau, urban-rural classification is a delineation of geographic areas. Most recent proposals conclude that a urban area is categorized by a population of at least 10,000 people or at least 4,000 housing units. Rural encompasses all population, housing and territory not included within an urban area. With that definition, in 2019, the largest community and urban area within St. Croix County is the City of Hudson at 13,795 people and second, New Richmond at 9,034 people. River Falls is a unique community as it is the largest community in adjacent Pierce County with some of the city falling within St. Croix County. However, with the population of 15,052, only 21% of individuals live in St. Croix County. Despite the proximity to the Twin Cities, St. Croix County is comprised of mostly rural towns and villages. Despite the rural nature, most individuals have access to a larger community and amenities within a half hour radius.
The US Census, American Community Survey (ACS) from 2015-2019 reveals that there are 783 more females over age 65 than males (6406 vs. 5623). Also noteworthy, 25.2% of individuals over 65 years of age lives alone, which is slightly less than in Wisconsin as a whole at 28.8%. There are 5.6% of persons over 65 living in poverty in St. Croix County, less than the Wisconsin average of 7.6%, however noted that this includes person for whom poverty status can be determined.

St. Croix County has limited racial and ethnic diversity. Per above mentioned ACS, the population of individuals 65 and better in St. Croix County are 97.9% Caucasian, 0.3% Black/African American, 0.3% Native American/Alaska Native, 0.5% Asian, 0.7% Hispanic/Latino and 0.3% two or more races. This is consistent with data from the SAMS reporting system related to the race of individuals served by the nutrition, transportation, and Caregiver programs of St. Croix County. Per the Aging Program Data Dashboard, you can see the limited racial and ethnic diversity within our programs.
According to data from Wisconsin Department of Health Services, County Population Projections, it is projected that the population of individuals over 60 years of age will grow to 25,380 by 2030 and 30,260 in 2040. This brings the St. Croix County total to 25.4% of individuals being over age 60 in 2040. The elderly population in the state of Wisconsin will increase rapidly, nearly doubling in 30 years. Per data from the Wisconsin’s Future Population: Projections for the State 2010-2040 indicates that Saint Croix County is projected to be the fastest-growing county, in terms of percentage change, through 2040, increasing by 41%.
The 2020 Wisconsin ALICE (Asset Limited, Income Constrained & Employed) Report does indicate that there are 7,760 households of Seniors within St. Croix County. ALICE and poverty level households exist across senior households in St. Croix County at a level of 51%. 3,596 households are defined as ALICE and 391 living in poverty.

When reviewing the 2021 County Health Rankings for Wisconsin, St. Croix County is ranked amongst the healthiest counties in Wisconsin. St. Croix County ranks second in Health Outcomes and fifth in Health Factors.

According to the AARP Livability Index, St. Croix County receives an overall score of 51 out of 100. It measures livability broadly at the neighborhood level for the county and it is intended to inform and encourage people to take action to make their communities more livable. Measured areas include: health, transportation, housing, environment, engagement and opportunity. Many areas are also repeated in the local community engagement data collected.
What Needs Have Been Identified?

Community engagement this cycle was conducted through a survey, in person focus groups, a listening session for the advisory board along with an online interview and other publications shared with the public through Facebook and YouTube. The continued need to educate residents of the services and available aging programs is evident beyond these engagement opportunities. Through the community engagement activities, key areas, considerations and needs were identified in formulation of the Aging Plan goals. Some of the top identified areas include: transportation, social isolation and loneliness, home repairs and upkeep as well as affordable housing options and home health options.

Consistent with the Aging Plan input, Healthier Together Pierce & St. Croix Counties (Healthier Together), a community coalition working to create and maintain healthy communities and provide a strategic framework for local health improvement activities. A focus group addressing people over 60 was at the table. According to the Community Health Needs Assessment (CHNA) process, culminating in a Community Health Improvement Plan (CHIP) for 2020-2022, identified the priorities as Mental Health and Substance Use Disorder.

Mental Health
- Increase healthy coping skills and stress reduction strategies
- Support coordination of mental health services between schools, counties and providers
- Increase services that promote family stability

Substance Use Disorder
- Advocate for policies that increase access to substance use treatment
- Increase early intervention, education and prevention services related to substance use in the community
- Increase coordinated youth prevention work, provide education, healthy activities and resilience training.

Identified data as secondary topics included:
- Nutrition, Physical Activity, and Obesity
- Chronic Disease
- Drug Use
- Alcohol Use
- Mental Health
- Access to Care
- Economic Opportunity
- Maternal and Child Health
- Environmental Health

How is the aging network organized to support older adults?
In 2008, the Department on Aging and the Long-Term Support Unit merged to become the Aging & Disability Resource Center. The ADRC was placed, as one unit under the Health and Human Services Department of St. Croix County.

Until June 31, 2014, the ADRC was located in the St. Croix County Government Center in Hudson, Wisconsin. On July 1, 2014 the ADRC all departments of Health and Human Services, as well as Veterans Services Office (VSO) were relocated to the new St. Croix County Services Center in New Richmond. At this time, Adult Protective Services (APS) was moved under the Behavioral Health Department.

Not only did the location but the previous way of doing business was changed. The ADRC, as many HHS Departments are in a St. Croix County, committed to creating a work environment and culture where the needs of our clients, employees and organization are aligned. Therefore, the environment is flexible in work styles and location. Staff of the ADRC can choose to work remotely at other buildings owned by the county or from home. There are flex stations located in a secure and confidential space at the Government Center in Hudson and the Agricultural Center in Baldwin. Staff may also work from home and other locations, including senior centers. However, confidentiality must be considered wherever a staff person connects, phones, or meets consumers.

The members of the present Aging Unit including Nutrition Program, Transportation, Caregiver Support Coordinator and the Community Services Coordinator, work hand in hand with the Elder and Disability Benefit Specialists, Information & Assistance/Options Counselors, and Dementia Care Specialist to co-refer individuals to meet the needs of older adults and persons with disabilities. Many staff of the ADRC also work closely with the Veterans Service Officer (VSO) to meet the needs of older veterans as well as working closely with Adult Protective Services (APS) to meet the needs of the most vulnerable in the community.

There are presently nine Senior Centers/Nutrition Sites in St. Croix County. A designated staff person attends monthly meetings of the all-volunteer Senior Center Board meetings to disseminate information about issues which may impact the lives of older adults. Various staff of the ADRC speak at or visit a senior center yearly. Informational topics range from Medicare to Memory Screens.

Functional screens are completed by three Information and Assistance/Options Counselors. Memory screens are conducted by the three Information and Assistance/Options Counselors and the Dementia Care Specialist.

**What are the resources and partnerships?**

All staff of the ADRC of St. Croix County work closely together, making referrals within the ADRC, to co-located agencies in the St. Croix County Services Center and to private or non-profit entities to ensure that the needs of older adults and persons with disabilities are met. St. Croix County has a strong network of community partners to service older adults ranging from homecare services, hospice, food insecurity programs, housing,
medical care, equipment needs and advocacy, just to name a few. A resource guide is published annually by the ADRC to serve as a tool for community members and professionals.

Staff of the Aging Unit also works closely with the Managed Care Organization and IRIS programs offered in St. Croix County, My Choice WI and Inclusa, to provide home-delivered meals to those enrolled in Family Care and IRIS.

The ADRC, using 85.21 grant funds, contracts with and supports transportation programs to serve the Elderly and Disabled populations in St. Croix County. Partners include the Center for Independent Living of Western Wisconsin (CILWW), for the purpose of providing volunteer transportation for individuals over 18 who may have a disability and to those over the age of 60. Since St. Croix County does not have affordable public transportation programs throughout, the Disabled & Aging Rider Collaboration (DARC) was formed for those who reside in Hudson and North Hudson so those who are an older adult over 60 or person over 18 with a disability could pay a minimal fee over the weekends for a variety of trip purposes. Additional partnerships exist with the Cities of River Falls and New Richmond to support the Rideshare Taxi program in these communities. Additional rides are also provided thru the Site Transportation program, vehicles run out of the nine Senior Centers.

The nine Senior Centers/Nutrition Sites in St. Croix County not only offer a hot nutritious noon but social activities and outings. The Senior Centers/Nutrition Sites have partnered with the local food pantries per consumer request as well as the United Way Mobile Food Pantry to provide distribution days at four locations monthly.

The number of individuals utilizing the NFCSP and AFCSP programs has increased. Due to the changes to the program guidelines and a better understanding of how the funds can be utilized, St. Croix County has been able to provide more in-home supportive services as well as supplement services to more caregivers than in the past.

The Caregiver Support Coordinator and the Dementia Care Specialist have partnered to bring the “Powerful Tools for Caregivers” to the county with a virtual and in-person formats. They have partnered with the Caregiver Coalition and the St. Croix Valley Dementia Friendly Communities group to provide and market educational seminars and public events for caregivers and businesses.

What are the critical issues and future implications for aging services in the community?

The staffing shortages within home care, long term care and assisted living facilities providing care to our target populations continues to impact the staff providing Options Counseling and Caregiver Support. The impact of COVID-19 has complicated placement of individuals as well. The ADRC has assisted in relocations and will continue to provide support and information for those involved. Nationally, COVID-19 has been an
accelerator for service gaps, programming, and innovation. This also rings true in St. Croix County.

It will be a challenge to develop and implement innovative plans to revitalize the nutrition program, including ways to increase the number of participants and staff. Different modes of advertising and recruiting will need to be researched as well potentially different service methods or concepts. The Nutrition program has also been impacted by the pandemic as attendance at the nutrition sites has declined as older adults struggle with the balance of remaining safe and needing socialization. After extended closures, many older adults have developed a change in lifestyle and routine.

The pandemic has brought challenges that will need to be addressed in bringing preventative and healthy aging programs back to the forefront for seniors. It has heightened the need for alternative methods of delivery and technology to keep participants engaged and active. Lack of technology plays a role in isolation and loneliness. Technology and internet create virtual platforms to assure access for individuals.
Community Involvement in the Development of the Aging Plan

Due to reduced in-person contact related to the pandemic and necessary precautions, community engagement became creative this cycle with a survey, in person focus groups, a listening session for the advisory board along with an online interview and other publications. Through the community engagement activities, key areas and considerations were identified in formulation of the Aging Plan goals. Some of the top identified areas include: transportation, social isolation and loneliness, home repairs and upkeep as well as affordable housing options and home health options. See attached Community Engagement Reports for full details, summary provided below.

Community Engagement Activities:

1. Survey- A three question survey was developed by Aging Unit Team. Paper or Online option. (See appendix #1-4).
   ▪ 244 Responses (48-Carry Out Diners, 103-Home-Delivered Meal Participants)
   ▪ Distributed to COVID Vaccination sites, Apartment complexes, ADRC News, Program participants
   ▪ Facebook link and Ad placed in the Generations insert of River Towns News

• Key takeaways:
  ▪ The top five areas of concern were reviewed and assessed. The information was used directly in goal development.
  ▪ Many areas of need already have services and programs within the county but individuals are not aware. More marketing of existing programs is needed.
  ▪ Responses from 11 separate communities within the county. This is significant in assuring needs are being addressed throughout the entire county.
  ▪ Having multiple ways to complete the survey was more successful than previously.
  ▪ Having specific needs identified will be useful in partnerships with other entities such as UW Extension to support the need for programming and services.
1. What do you think are the top 3 things that need to improve to help adults in our community as they age? Please check 3.

- Alternative transportation options: 109
- Food delivery options: 43
- Access to healthy food: 42
- Home health options: 59
- Help with social isolation and loneliness: 85
- Ways to keep fit and healthy: 49
- Support for family caregivers: 35
- Help understanding Medicare: 52
- Help with home repairs and maintenance: 78
- Affordable housing options: 70
- Dementia supports and services: 24
- Access for people with disabilities: 38
- Other: 14

6. Where do you live? (if you select other, please type in your location)

- Baldwin: 35
- Deer Park: 5
- Glenwood City: 14
- Hammond: 9
- Hudson: 42
- New Richmond: 41
- River Falls: 20
- Roberts: 7
- Somerset: 8
- Star Prairie: 5
- Woodville: 37
- Other: 13
2. Senior Center Boards - Face to Face focused conversations related to the purpose of the Aging Plan and importance of community input.
   ▪ 58 participants, Senior Leaders in 9 communities

   • Key takeaways:
     ▪ Senior leaders expressed a high level of concern about social isolation and loneliness, consistent with the survey results.
     ▪ Important for Senior leaders to be aware how valuable and needed their input is to the Aging plan process.

3. Public Interview with Western Wisconsin Journal/Meg Heaton.
   o 30 minute interview with key issues and the Aging Plan importance, process and goal development.
     ▪ Facebook  305 Views
     ▪ YouTube   174 Views

   • Key takeaways: Community access television is a tremendous partner to get information out to ADRC/Aging Consumers as well as family and caregivers.

4. Council on Aging and Disabilities Presentation
   o Presentation done by Jane Mahoney from Greater Wisconsin Agency on Aging Resources for the Council. Information provided on Older Americans Act, GWAAR and Aging Plans. Input from Council members regarding the process and Advocacy goal.
     ▪ 8 Council Members attended

   • Key takeaways: It is very important to involve the Council members in the hands on process in the Aging plan to be advocates for the programs of St. Croix County and provided a better knowledge base and understanding of program development and funding sources.
Public Hearing Requirements

The ADRC of St. Croix County held two Public Hearings on September 16, 2021 at 9 am in New Richmond at the St. Croix County Services Center and at 1 pm at the St. Croix County Government Center. The hearings were held at varying times and both locations are handicap accessible. A virtual platform was included to be involved in either public hearing session through a Microsoft Teams link. Information provided to submit written comments was also provided to consumers. A notice was sent to all the county newspapers and printed two weeks prior to the hearings. Flyers were created for each of the nine Senior Nutrition Sites. Flyers were also sent all the libraries in St. Croix County. All the city and village offices were also emailed information regarding the public hearings. (See appendix #5, 6, & 7)
Goals for the 2022-2024 Plan Period

The Three-Year Aging Plan must follow the plan instructions provided by the Federal and State network that include specific focus areas for the plan. The developed goals for 2022-2024 will address local needs as defined by the community, program participants and stakeholder groups that will result in quality program improvements. In addition, the Aging Team was tasked to address required goals for each of the four funded Older American Act Title III programs and goals to advance values in the aging network as followed. We are committed to creating a plan that addresses the needs of all the people we serve.

Goals to Enhance Programs:
1. Title III-B Supportive Services
2. Title III-C Nutrition Program
3. Title III-D Health Promotion
4. Title III-E Caregiver Support

Goals to Advance Values:
1. Enhance Ongoing Community Engagement
2. Person-Centered Services
3. Address a barrier to Racial Equity
4. Knowledge and Skills related to Advocacy

Focus area: Advocacy

| Goal statement: Older adults will have access to training and educational opportunity to assist with becoming effective advocates. | Due Date |

Plan for measuring overall goal success – How will you know that you have achieved the results you want? Use data.
*An Advocacy 101 event held and attended by older adults.
*All strategies and action steps achieved.
*Increased attendance at Aging Advocacy Day than attended in 2021.

Specific strategies and steps to meet your goal:

| Strategy 1: Offer training on the legislative process/educational workshop to increase effectiveness of local advocates. | Measure (How will you know the strategies and steps have been completed?) | Due Date |
| Action step: Contact Janet Zander, Advocacy and Public Policy Coordinator for GWAAR. Establish time frame and agenda to host Advocacy 101 Day. | *Date scheduled for hosting Advocacy 101 day. | Jan. 2022 |
| Action step: Partner with ADRC of Pierce County, contact made and cooperative planning initiated. | *Contact made, meeting held. | Jan. 2022 |
| Action step: Contact community partners in collaboration to sponsor Advocacy 101 Day. (Location, Transportation providers, caterer, etc.) | *Partners contacted via phone or email.  
*Location reserved and meal planned. | Jan. 2022 |
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<td><strong>Strategy 2: Market Advocacy 101 Event to provide awareness to Older adults.</strong></td>
<td><strong>Strategy 2: Market Advocacy 101 Event to provide awareness to Older adults.</strong></td>
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<tr>
<td>Action step: Identify potential community groups that will benefit from advocacy training. Directly invite to event.</td>
<td>*List developed and invitations sent.</td>
<td>Feb. 2022</td>
</tr>
</tbody>
</table>
| Action step: Partner with county PIO to create and send out press releases to promote event. | *Press releases created and event advertised publicly.  
*Event advertised in multiple platforms. | Mar. 2022 |
| Action step: Involve members of the Council on Aging and Disabilities in Advocacy event. Promote attendance and importance of advocacy. | *Invitation shared and announcement at ADRC Council meeting completed.  
*Council members attend event. | Mar. 2022  
April 2022 |
| **Strategy 3: Identify opportunities for newly trained advocates to put skills and knowledge to use.** | **Strategy 3: Identify opportunities for newly trained advocates to put skills and knowledge to use.** | **Strategy 3: Identify opportunities for newly trained advocates to put skills and knowledge to use.** |
| Action step: Include advocacy information and resources in the Aging Unit/ADRC Newsletter. (Tips for meeting legislators, legislator contact information, issue education, WI Aging Advocacy Network toolkit, etc.) | *Follow up article/series in ADRC Newsletter after Advocacy 101 event held. | June-Dec. 2022 |
| Action step: Advocates will be notified of local advocacy opportunities- aging unit plan, 85.21 transportation public hearing, municipal hearings, etc. | *Opportunities shared in ADRC Newsletter and/or St. Croix County online platform (Facebook, website, etc.). | June 2022  
-Dec. 2024 |
| Action step: Local advocates will be informed by the ADRC and encouraged to attend Aging Advocacy Day. | *Attendance of local advocates at the Aging Advocacy Day in May 2022. | May 2022 |
| **Annual progress notes** | **Annual progress notes** | **Annual progress notes** |

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<tr>
<th><strong>Focus area: Caregiver Support</strong></th>
<th><strong>Due Date</strong></th>
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<tr>
<td><strong>Goal statement:</strong> Ensure caregivers are aware of resources through the caregiver support program/ADRC</td>
<td>Dec ‘24</td>
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</tbody>
</table>
| **Plan for measuring overall goal success** — *How will you know that you have achieved the results you want? Use data.*  
*Receive referrals to caregiver support programs from home health agencies  
*Completed action steps with each strategy. | **Plan for measuring overall goal success** — *How will you know that you have achieved the results you want? Use data.*  
*Receive referrals to caregiver support programs from home health agencies  
*Completed action steps with each strategy.
### Specific strategies and steps to meet your goal:

<table>
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<tr>
<th>Strategy 1: Partner with Home Health Agencies that provide care in St. Croix County to those within our target group.</th>
<th>Measure (How will you know the strategies and steps have been completed?)</th>
<th>Due Date</th>
</tr>
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<tbody>
<tr>
<td>Action step: Determine a point person at each agency.</td>
<td>List of contacts is created.</td>
<td>Apr 2022</td>
</tr>
<tr>
<td>Action step: Set up meetings with identified person within agency.</td>
<td>Face to face meetings conducted.</td>
<td>Aug 2022</td>
</tr>
<tr>
<td>Action step: Work with agency reps to determine best way to reach their clientele.</td>
<td>Input received</td>
<td>Dec 2022</td>
</tr>
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**Strategy 2: Develop materials for caregivers to make them aware of caregiver support/ADRC resources.**

| Action step: Review input from home health agency reps. | Input reviewed. | Apr 2023 |
| Action step: Create packet of information regarding awareness of caregiver programs that home health agency reps can provide upon intake. | Packet created. | Aug 2023 |
| Action step: Disseminate packets to agency. | Packets disseminated. | Dec 2023 |

**Strategy 3: Establish ongoing partnership**

| Action step: Track number of packets disseminated & referrals received. | Spreadsheet created. | Jan 2024 |
| Action step: Follow up with agencies quarterly. | Follow ups held. | Mar 2024 |
| Action step: Continue to provide resources. | Resources provided. | Jan-Dec 2024 |

### Annual progress notes

### Focus area: Community Engagement

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<tr>
<th>Goal statement: Ensure that Community Engagement efforts represent community members throughout the county and remain ongoing.</th>
<th>Due Date</th>
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</table>

**Plan for measuring overall goal success** – How will you know that you have achieved the results you want? *Use data.*

*Completed action steps with each strategy.*
**Documented community outreach based on number of materials distributed and outreach visits completed.**  
* Evidence of utilization of multiple methods of community engagement.

<table>
<thead>
<tr>
<th>Specific strategies and steps to meet your goal:</th>
<th>Measure (How will you know the strategies and steps have been completed?)</th>
<th>Due Date</th>
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<tbody>
<tr>
<td><strong>Strategy 1:</strong> Provide multiple methods for continued community engagement and input on ADRC/Aging services and programs. (Online, Written and In-person).</td>
<td>Continued use of survey to make aging service needs known.</td>
<td>2022</td>
</tr>
<tr>
<td>Action step: Consult with County PIO to identify continued location and availability of Community Engagement survey and suggestion area on County Website.</td>
<td>Suggestion boxes in place, plan created to collect and evaluate suggestions.</td>
<td>2023</td>
</tr>
<tr>
<td>Action step: Develop and distribute suggestion boxes that can be at all nine senior nutrition sites and ADRC waiting room.</td>
<td>Community Engagement area created and printed monthly in Newsletter. Suggestions received from this format.</td>
<td>2024</td>
</tr>
<tr>
<td>Action step: Create Community Engagement area in the ADRC News newsletter encouraging readers to make suggestions, input for programs and identified needs on ongoing basis.</td>
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<p>| <strong>Strategy 2: Increase education and marketing of Aging programs and resources with community partners.</strong> | | |
| Action step: Revamp the ADRC Newsletter based on identified needs of survey. Ex. Explore reader Q and A column, increased feature articles, increased articles related to disabilities, etc. | Ongoing changes/improvements made to ADRC Newsletter. | 2022 to 2024 |
| Action step: Work with County PIO to assist and enhance marketing strategies ie more press releases of Aging events and programs. | Quarterly publications/information posted with assistance of County PIO in multiple formats. | Dec. 2023 |
| Action step: Identify community partners serving the aging population and develop relationship to serve aging customers. Explore different areas to disseminate agency information such as church bulletins, hospital newsletters and fitness/wellness centers. | * New areas to disseminate information identified. * Three new areas utilized for dissemination of Aging programs. | Dec. 2022 | Dec. 2023 |
| Action step: Develop focused marketing plan of distribution of materials in conjunction with publication of annual Resource Guide and ADRC Blue books. | *2022-Hospitals/Home care agencies *2023-Churches *2024- Senior Housing units | 2022 to 2024 |</p>
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<th>Strategy 3: Technology preparedness for programming and services to Aging populations.</th>
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<tbody>
<tr>
<td><strong>Action step:</strong> Research programs available to those who may not have internet service, equipment or access. Educate consumers on services specific to St. Croix County.</td>
<td>List of programs and resources developed.</td>
<td>Jan. 2023</td>
</tr>
<tr>
<td><strong>Action step:</strong> When providing Aging services and programs, evaluate virtual option as an alternative.</td>
<td>Virtual option identified on advertising materials of programs as identified options are researched.</td>
<td>Dec. 2023</td>
</tr>
<tr>
<td><strong>Action step:</strong> Explore a technology access program to assist older adults in participating in Aging/ADRC programs virtually. Contact current programs for guidance of start up of program.</td>
<td>Phone/email contact made, resources obtained and Tablet trial with consumer started.</td>
<td>Dec. 2024</td>
</tr>
</tbody>
</table>

**Annual progress notes**

---

**Focus area: Equity**

<table>
<thead>
<tr>
<th>Goal statement: Ensure Aging programs will be welcoming to all people.</th>
<th></th>
</tr>
</thead>
</table>

**Plan for measuring overall goal success** – How will you know that you have achieved the results you want? Use data.

*Completed action steps with each strategy.*

*Connections made with new community organizations who serve people who are marginalized.*

*Increased training opportunities and education attended by Aging staff and ADRC partners.*

**Specific strategies and steps to meet your goal:**

<table>
<thead>
<tr>
<th>Measure (How will you know the strategies and steps have been completed?)</th>
<th>Due Date</th>
</tr>
</thead>
</table>

**Strategy 1:** Train leadership, dining, transportation and DayAway staff on equity issues, cultural sensitivity and inclusiveness.

Staff will increase knowledge of and awareness of equity issues, cultural sensitivity and inclusiveness.

**Action step:** Explore county training opportunities with St. Croix County management/HHS Director and partnerships with community resources to provide training. (Ex. Northwoods Technical College, St. Croix Valley Foundation, etc.) and choose training to be used.

Conversation occurred, county plan identified. Dec. 2022

**Action step:** Provide inclusion/equity training for aging unit leadership/ADRC staff to occur at least annually.

80% attendance/participation of aging staff/ADRC staff at training. Dec. 2022
| Action step: Utilize and incorporate training materials into annual training materials for on site dining, transportation and DayAway respite program staff. | Training developed and shared at required annual training. | Dec. 2023 |
| Action step: Add Equity/Inclusion topic to staff agenda. | 50% of staff meetings will include a topic of equity/inclusion by end of 2023 and ongoing. | 2022 thru 2024 |

**Strategy 2: Connecting with community agencies that provide services to marginalized / diverse groups**

| Action step: Make a list of community agencies/organizations who serve diverse groups. | List created. | Dec. 2022 |
| Action step: Connect with each agency via email, phone or in person to introduce the Aging Unit/ADRC. Identify their services available to older adults. | Introductions made/Services identified. | Dec. 2023 |
| Action step: Continue communication with agencies regarding upcoming programs and newsletter. | Communication occurring annually, ongoing relationship developed. | Dec. 2024 |

**Annual progress notes**

---

**Focus area: Health Promotion/ Social Isolation & Loneliness**

<table>
<thead>
<tr>
<th>Goal statement: Older Adults will have increased opportunities for socialization and self-care to enhance positive mental health and overall wellbeing.</th>
<th></th>
</tr>
</thead>
</table>
| **Plan for measuring overall goal success** – *How will you know that you have achieved the results you want? Use data.*  
*New Partnerships developed, new resources identified, new evidence based workshops sponsored, increased social programs offered and number of attendees documented.* |  |
<p>| <strong>Specific strategies and steps to meet your goal:</strong> | <strong>Measure</strong> <em>(How will you know the strategies and steps have been completed?)</em> | <strong>Due Date</strong> |
| <strong>Strategy 1: Implement interventions to improve meaningful connections in older adults.</strong> | List of agencies created with identification of program options. | Mar. 2022 |
| Action step: Explore partnerships and potential evidence based programs to introduce. Create a list of EB programs and partners to facilitate them. <em>(UW Extension, Area hospitals, YMCA, The Centre, etc.)</em> | Program and Partner chosen. | June 2022 |</p>
<table>
<thead>
<tr>
<th>Strategy 3: Raise public awareness of loneliness and need for connections in older adults.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action step: Share accredited articles in ADRC Newsletter, local publications and social media outlets.</td>
</tr>
<tr>
<td>Action step: Identify local community partners interested in social isolation and mental health of older adults, identify services. Collaborate with St. Croix county Public health and Behavioral Health services to create a list of available mental health resources.</td>
</tr>
<tr>
<td>Action step: Partner with Caregiver Coalition to offer Public Speaker and list of mental health resources at Caregiver Conference addressing the significance of social isolation and loneliness.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy 4: Increase knowledge and available social interaction opportunities for older adults and their peers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action step: Partner with nine Senior Centers to develop marketing materials such as a brochure for senior centers in collaboration with Nutrition program.</td>
</tr>
<tr>
<td>Action step: Partner with Senior Center Coalition to host county wide social events.</td>
</tr>
</tbody>
</table>

**Annual progress notes**

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**Focus area: Nutrition / Person Centered Services**

**Goal statement:** To increase participation and enhance consumer choice, the Senior Dining program will implement alternative dining models that better align with diverse needs of older adults.

---

ADRC of St. Croix County Aging Plan 2022–2024
Plan for measuring overall goal success – How will you know that you have achieved the results you want? Use data.

*Completed action steps with each strategy.
*Increased participation in nutrition program in Roberts/Hammond Area.
*New location secured, program running successfully with participants attending.
*Complete survey of consumers throughout process

<table>
<thead>
<tr>
<th>Specific strategies and steps to meet your goal:</th>
<th>Measure (How will you know the strategies and steps have been completed?)</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy 1: Research, menu creation, Marketing and implementation in pilot location (Roberts/Hammond)</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Action step: Research other counties with existing restaurant models, make contact via phone calls and email. Visit an option of a Restaurant model to see first hand operational practices. | -Calls placed and research gathered.  
-On site visit made to a Restaurant model set up. | 2022 |
| Action step: Identify available options in Roberts /Hammond location specifically. Contact restaurants in the communities to present option and explore interest. | -List of restaurants developed, phone contact made. | 2022 |
| Action step: New restaurant model concept introduced and alternate dining service location secured. | -Contract in place with provider. | 2022 |
| **Strategy 2: Increase marketing of Senior Nutrition program and new dining option in the Roberts/Hammond area.** | | |
| Action step: Work with county PIO to create and send out press releases related to new model and location of nutrition program. | Press release created and sent to newspaper and on social media sites. | 2022 |
| Action step: Partner with community partners including the villages, churches and health care providers in service area to promote new dining program. | Marketing materials developed and distributed within service area. | 2023 |
| Action step: Collaborate with Senior Center Board to help promote nutrition program and social opportunities hosted by the Senior Center. | Ongoing attendance at Senior Center board meeting, open communication about process and opportunities to collaborate in services. | 2023 to 2024 |
| **Strategy 3: Evaluation of the pilot and explore increased days of service for meal service and Dining at 5 option at pilot** | | |
| Action step: Work with Nutrition Advisory Council, Public Health Dietitian and restaurant to develop healthy menu options. | Menu created and approved by Dietitian. | 2024 |
| Action step: Review and assess cost of alternate program. | Cost analysis completed. | 2024 |
## Focus area: IIIC Nutrition

<table>
<thead>
<tr>
<th>Goal statement:</th>
<th>To help decrease falls and help optimize strength and nutritional status of older adults, Stepping Up Your Nutrition (SUYN) classes will be offered</th>
<th>Due Date</th>
<th>2022-2024</th>
</tr>
</thead>
</table>

**Plan for measuring overall goal success** – How will you know that you have achieved the results you want? *Use data.*
- Class attendance at each location.
- Complete action steps.

### Specific strategies and steps to meet your goal:

<table>
<thead>
<tr>
<th>Strategy 1: Create an Implementation Plan for SUYN</th>
<th>Measure (How will you know the strategies and steps have been completed?)</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action step: Determine instructional material needed and order prior to class</td>
<td>Items are ordered and received</td>
<td>Feb. 2022</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy 2: Schedule locations where classes will be held.</th>
<th>Measure</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action step: Review survey to see which geographic areas were seeking ways to stay fit.</td>
<td>Determine 2 locations/year starting with those geographical areas that showed most interest.</td>
<td>Jan. 2022</td>
</tr>
<tr>
<td>Action step: Review the Senior Nutrition Site schedules with the leader’s schedule.</td>
<td>Determine which day is the most attending and a time frame that works for site and leader.</td>
<td>Jan 2022</td>
</tr>
<tr>
<td>Action step: Review other locations that might hit a broader number of folks who may not attend Senior Nutrition Site.</td>
<td>Find 2 other locations to offer program.</td>
<td>Feb 2022</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy 3: Market classes</th>
<th>Measure</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Action step: Look at the marketing materials available and modify accordingly.</td>
<td>Send flyers to churches, Senior Centers, ADRC News, libraries.</td>
<td>March 2022</td>
</tr>
<tr>
<td>Action step: Work with PIO to create press releases and Social Media presence.</td>
<td>Send press releases to newspapers and Facebook posts.</td>
<td>March 2022</td>
</tr>
<tr>
<td>Action step: Provide information to clinics or other health care providers to increase collaboration</td>
<td>Receive referrals</td>
<td>March 2022</td>
</tr>
</tbody>
</table>

### Annual progress notes
### Focus area: Supportive Services-Transportation/Person Centered Services

<table>
<thead>
<tr>
<th>Goal statement: Ensure older adults within St. Croix County have needed transportation services to meet their daily needs.</th>
<th>Due Date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Plan for measuring overall goal success – How will you know that you have achieved the results you want? Use data.</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Completed action steps with each strategy.</td>
</tr>
<tr>
<td>*Compare number of rides provided across county sponsored transportation programs with increased ridership evident.</td>
</tr>
<tr>
<td>*Increased marketing of transportation services implemented.</td>
</tr>
</tbody>
</table>

### Specific strategies and steps to meet your goal:

<table>
<thead>
<tr>
<th>Measure (How will you know the strategies and steps have been completed?)</th>
<th>Due Date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Strategy 1: Increased marketing of existing transportation services.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Action step: Contact Vendors and explore options and cost to label site transportation vehicles to identify service and contact information.</td>
<td>Vehicles labeled, public informed</td>
</tr>
<tr>
<td>Action step: Reestablish a shopping program for rural communities, explore interest and opportunity to go outside community.</td>
<td>Survey rural senior center/meal participants about interest. Establish designated shopping program.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategy 2: Explore new Transportation options and opportunities.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Action step: Continue conversations with city of Hudson, provide requested information and input re: Rideshare program.</td>
<td>Meetings attended.</td>
</tr>
<tr>
<td>Action step: Develop Community Access transportation program for social outings and needs of individual groups. Create use guidelines, establish cost/fares and funding.</td>
<td>Guidelines established, Program trialed, and Community Access Rides provided.</td>
</tr>
<tr>
<td>Action step: Outreach to community partners (Hospitals, housing, etc.) Establish current and comprehensive list of services in county.</td>
<td></td>
</tr>
</tbody>
</table>
**Strategy 3: Partner with Volunteer Driver Program/New Freedom to enhance services and availability.**

| Action step: Partner/assist with recruitment of additional volunteer drivers in St. Croix County, collaborate with New Freedom director. Distribute applications for volunteer drivers at marketing and community events (Ex. County fair, community chambers, health fairs, etc.) | Volunteer packets created, increased number of volunteers in St. Croix County. |
| Action step: Arrange volunteer training orientation and opportunities as available at the request of New Freedom within St. Croix County. | Orientation held. |
| Action step: Promote existing transportation services. Market volunteer ride program. Present ease of program use and rider guidelines. | Presentation at each senior center, 2 each quarter with 3 in one quarter completed. |

**Annual progress notes**

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**Coordination Between Title III and Title VI**

The coordination of services between St. Croix County and tribal members is essential to maximize efforts toward health equity within our aging programs. St. Croix County does not have tribal lands located within the county but potentially tribal members do reside within St. Croix County. Best efforts will be made to provide outreach regarding Aging programs and services. St. Croix County Aging and ADRC services will ensure that all marketing materials are inclusive to all older adults.
Organization, Structure and Leadership of the Aging Unit

Primary Contact to Respond to Questions About the Aging Plan

Name: Brad Beckman
Title: Administrator
County: St. Croix County
Organizational Name: ADRC of St. Croix County
Address: 1752 Dorset Lane
City: New Richmond  State: WI  Zip Code: 54017
Email Address: brad.beckman@sccwi.gov  Phone #715-381-4365

Organizational Chart of the Aging Unit
<table>
<thead>
<tr>
<th>Name</th>
<th>Job Title</th>
<th>Telephone Number/email Address</th>
<th>Brief Description of Duties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brad Beckman</td>
<td>Administrator</td>
<td>715-381-4365/brad.beckman@sccwi.gov</td>
<td>Responsible for the development, administration, and operation of programs and services offered by the ADRC, in accordance with State and Federal laws, rules, and regulations. Programs and services offered by the ADRC are designed for older people and people with disabilities.</td>
</tr>
<tr>
<td>Renea Aeschliman</td>
<td>Program Support Associate I</td>
<td>715-381-4363/renea.aeschliman@sccwi.gov</td>
<td>Acts as an office manager for the ADRC, organizing and administering the business and continuity of the agency.</td>
</tr>
<tr>
<td>Amy Roemhild</td>
<td>Community Services Coordinator/Lead Worker</td>
<td>715-381-4361/amy.roemhild@sccwi.gov</td>
<td>To stimulate interest in community life, to promote self-respect, to develop activities and to assist individual elders and senior organizations in achieving their need based goals.</td>
</tr>
<tr>
<td>Liza Gibson</td>
<td>Elder Benefit Specialist</td>
<td>715-381-4362/liza.gibson@sccwi.gov</td>
<td>Provides broad access to benefits, entitlements, and legal rights to persons 60 years of age and older, regardless of financial status. This position serves as the community level frontline, primary service provider of the Wisconsin Benefit Specialist Program for St. Croix County residents. The position is to promote and preserve older adults' autonomy, dignity, independence, and financial security.</td>
</tr>
<tr>
<td>Tyler Harrison</td>
<td>Elder Benefit Specialist</td>
<td>715-381-4920/tyler.harrison@sccwi.gov</td>
<td>Provides broad access to benefits, entitlements, and legal rights to persons 60 years of age and older, regardless of financial status. This position serves as the community level frontline, primary service provider of the Wisconsin Benefit Specialist Program for St. Croix County residents. The position is to promote and preserve older adults' autonomy, dignity, independence, and financial security.</td>
</tr>
<tr>
<td>Carolyn Greunke</td>
<td>Disability Benefit Specialist</td>
<td>715-377-5829/carolyn.greunke@sccwi.gov</td>
<td>Provides service to adults between ages of 18-50 with physical or developmental disabilities. Services include information, advocacy, and assistance regarding public benefits, health care financing and employment related benefits.</td>
</tr>
<tr>
<td>Laurel Feldt</td>
<td>Disability Benefit Specialist</td>
<td>715-377-4921/laurel.feldt@sccwi.gov</td>
<td></td>
</tr>
</tbody>
</table>
**Brief Description of Duties:** Provides service to adults between ages of 18-50 with physical or developmental disabilities. Services include information, advocacy, and assistance regarding public benefits, health care financing and employment related benefits.

**Name:** Cia Westphal  
**Job Title:** Information & Assistance Specialist  
**Telephone Number/email Address:** 715-377-5831/cia.westphal@sccwi.gov

**Brief Description of Duties:** Provides county residents with information, linkage to resources, and assistance with access to services for the elderly, adults with physical or developmental disabilities, and family caregivers.

**Name:** Kelly Weber  
**Job Title:** Information & Assistance Specialist  
**Telephone Number/email Address:** 715-377-5832/kelly.weber@sccwi.gov

**Brief Description of Duties:** Provides county residents with information, linkage to resources, and assistance with access to services for the elderly, adults with physical or developmental disabilities, and family caregivers.

**Name:** Sheila Fallon  
**Job Title:** Information & Assistance Specialist  
**Telephone Number/email Address:** 715-377-5830/sheila.fallon@sccwi.gov

**Brief Description of Duties:** Provides county residents with information, linkage to resources, and assistance with access to services for the elderly, adults with physical or developmental disabilities, and family caregivers.

**Name:** Kimberly Bauer  
**Job Title:** Dementia Care Specialist  
**Telephone Number/email Address:** 715-381-4411/kimberly.bauer@sccwi.gov

**Brief Description of Duties:** Provide dementia-specific consultations; provide outreach and awareness to professionals, employers, organizations and community about the ADRC and available dementia services.

**Name:** Tara Murdzek  
**Job Title:** Caregiver Support Coordinator  
**Telephone Number/email Address:** 715-381-4366/tara.murdzek@sccwi.gov

**Brief Description of Duties:** Is responsible for the day to day administration of the DayAway Clubs and the Caregiver Support Program.

**Name:** Randi Hanson  
**Job Title:** Preventative/Nutrition Program Coordinator  
**Telephone Number/email Address:** 715-381-4380/randi.hanson@sccwi.gov

**Brief Description of Duties:** Plans, coordinates and supervises the County’s Elderly Nutrition Program and Preventative Health/Wellness programs.

**Name:** Brandy Zeuli  
**Job Title:** Outreach Coordinator  
**Telephone Number/email Address:** 715-381-4364/brandy.zeuli@sccwi.gov

**Brief Description of Duties:** Meets with older adults and/or their caregivers to facilitate in-home needs assessments, determine eligibility for Home-Delivered Meals and liquid supplement programs.

**Name:** Vacant  
**Job Title:** Administrative Assistant I
**Aging Unit Coordination with ADRCs**

The ADRC of St. Croix County has the Aging Unit and ADRC staff co-located in New Richmond, WI and organizationally integrated. The Aging Unit and ADRC staff collaboratively partner to carry out the goals of the Aging Unit Plan and to serve the Older Adults of St. Croix County.

**Statutory Requirements for the Structure of the Aging Unit**

*Chapter 46.82 of the Wisconsin Statutes* sets certain legal requirements for aging units. Consider if the county or tribe is in compliance with the law. If the aging unit is part of an ADRC the requirements of 46.82 still apply.

<table>
<thead>
<tr>
<th>Organization: The law permits one of three options. Which of the following permissible options has the county chosen?</th>
<th>Check One</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) An agency of county/tribal government with the primary purpose of administering programs for older individuals of the county/tribe.</td>
<td>x</td>
</tr>
<tr>
<td>(2) A unit, within a county/tribal department with the primary purpose of administering programs for older individuals of the county/tribe.</td>
<td></td>
</tr>
<tr>
<td>(3) A private, nonprofit corporation, as defined in s. 181.0103 (17).</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organization of the Commission on Aging: The law permits one of three options. Which of the following permissible options has the county chosen?</th>
<th>Check One</th>
</tr>
</thead>
<tbody>
<tr>
<td>For an aging unit that is described in (1) or (2) above, organized as a committee of the county board of supervisors/tribal council, composed of supervisors and, advised by an advisory committee, appointed by the county board/tribal council. Older individuals shall constitute at least 50% of the membership of the advisory committee and individuals who are elected to any office may not constitute 50% or more of the membership of the advisory committee.</td>
<td>x</td>
</tr>
<tr>
<td>For an aging unit that is described in (1) or (2) above, composed of individuals of recognized ability and demonstrated interest in services for older individuals. Older individuals shall constitute at least 50% of the membership of this commission and individuals who are elected to any</td>
<td></td>
</tr>
</tbody>
</table>

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ADRC of St. Croix County Aging Plan 2022–2024
Role of the Policy-Making Body

The policy-making body, also called the commission on aging, must approve the aging unit plan. Evidence of review and approval of the draft and final version of the aging unit plan must be included as part of the plan. Attach the evidence of this required involvement as an appendix to the aging plan.

Membership of the Policy-Making Body

Official Name of the County Aging Unit’s Policy-Making Body: Council on Aging and Disabilities

<table>
<thead>
<tr>
<th>Name</th>
<th>Age 60 and Older</th>
<th>Elected Official</th>
<th>Year First Term Began</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chairperson:</strong> Dave Ostness</td>
<td>✓</td>
<td>✓</td>
<td>2020</td>
</tr>
<tr>
<td>Maureen Brunner, Vice-Chair</td>
<td>✓</td>
<td></td>
<td>2017</td>
</tr>
<tr>
<td>Cathy Leaf</td>
<td></td>
<td>✓</td>
<td>2020</td>
</tr>
<tr>
<td>Bob Feidler</td>
<td>✓</td>
<td>✓</td>
<td>2018</td>
</tr>
<tr>
<td>Martha Mabis</td>
<td>✓</td>
<td></td>
<td>2021</td>
</tr>
<tr>
<td>Bonnie Richert</td>
<td>✓</td>
<td></td>
<td>2019</td>
</tr>
<tr>
<td>Lois Burri</td>
<td>✓</td>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>Roxanne Wakeen</td>
<td>✓</td>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>Nancy Hable</td>
<td>✓</td>
<td></td>
<td>2020</td>
</tr>
<tr>
<td>Amy Schneider</td>
<td></td>
<td></td>
<td>2021</td>
</tr>
<tr>
<td>Nancy Meyer</td>
<td></td>
<td>✓</td>
<td>2020</td>
</tr>
</tbody>
</table>
Role of the Advisory Committee

Where an aging unit has both an advisory committee (sometimes referred to as the advisory council) and a policy-making body, a key role of the advisory committee is to advise the policy-making body in the development of the plan and to advocate for older adults. Evidence of this involvement should be listed as an attachment in the appendices of the aging unit plan.

Membership of the Advisory Committee

An aging advisory committee is required if the commission (policy-making body) does not follow the Elders Act requirements for elected officials, older adults, and terms, or if the commission is a committee of the county board (46.82 (4) (b) (1)). If the aging unit has an advisory committee, list the membership of the advisory committee using the template provided below and include in the body of the aging plan. Older individuals shall constitute at least 50% of the membership of the advisory committee and individuals who are elected to any office may not constitute 50% or more of the membership of the advisory committee. There are no term limit requirements on advisory committees.

Official Name of the County Aging Unit's Advisory Committee: Nutrition Advisory Council

<table>
<thead>
<tr>
<th>Name</th>
<th>Age 60 and Older</th>
<th>Elected Official</th>
<th>Start of Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairperson: Maureen Brunner</td>
<td>X</td>
<td>Official</td>
<td>2017</td>
</tr>
<tr>
<td>Gloria Bunnell</td>
<td>X</td>
<td>Official</td>
<td>2017</td>
</tr>
<tr>
<td>Laura Bishop</td>
<td>X</td>
<td>Official</td>
<td>2012</td>
</tr>
<tr>
<td>Char Croes</td>
<td>X</td>
<td>Official</td>
<td>2014</td>
</tr>
<tr>
<td>Marge Quale</td>
<td>X</td>
<td>Official</td>
<td>2016</td>
</tr>
<tr>
<td>Carol McConaughey</td>
<td>X</td>
<td>Official</td>
<td>2015</td>
</tr>
<tr>
<td>Marie Deja</td>
<td>X</td>
<td>Official</td>
<td>2016</td>
</tr>
<tr>
<td>Marilyn Wegge</td>
<td>X</td>
<td>Official</td>
<td>2011</td>
</tr>
</tbody>
</table>
## Budget Summary

<table>
<thead>
<tr>
<th>Service</th>
<th>Federal Contract Funds</th>
<th>Cash Match Funds</th>
<th>Other Federal Funds</th>
<th>Other State Funds</th>
<th>Other Local Funds</th>
<th>Program Income Funds</th>
<th>Total Cash Funds</th>
<th>In-Kind Match Allocations</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supportive Services</td>
<td>$82,124.00</td>
<td>$70,000.00</td>
<td>$7,472.00</td>
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Verification of Intent

The purpose of the Verification of Intent is to show that county government has approved the plan. It further signifies the commitment of county government to carry out the plan. Copies of approval documents must be available in the offices of the aging unit.

Use the template provided below and include in the body of the aging plan.

**Verification of Intent Template**

The person(s) authorized to sign the final plan on behalf of the commission on aging and the county board must sign and indicate their title. This approval must occur before the final plan is submitted to the AAA for approval.

In the case of multi-county aging units, the verification page must be signed by the representatives, board chairpersons, and commission on aging chairpersons, of all participating counties.

We verify that all information contained in this plan is correct.

\[
\begin{array}{ll}
\text{Signature and Title of the Chairperson of the Commission on Aging} & 11-24-2021 \\
\text{Date} & \\
\end{array}
\]

\[
\begin{array}{ll}
\text{Signature and Title of the Authorized County Board Representative} & 11-2-21 \\
\text{Date} & \\
\end{array}
\]
Assurances of Compliance with Federal and State Laws and Regulations

A signed copy of this statement must accompany the plan. The plan must be signed by the person with the designated authority to enter into a legally binding contract. Most often this is the county board chairperson. The assurances agreed to by this signature page must accompany the plan when submitted to the AAA and BADR.

The assurances need not be included with copies of the plan distributed to the public.

Use the template provided below and include in the body of the aging plan.

Compliance with Federal and State Laws and Regulations for 2022-2024

On behalf of the county, we certify

Aging & Disability Resource Center of St. Croix County

(Give the full name of the county aging unit)

has reviewed the appendix to the county plan entitled Assurances of Compliance with Federal and State Laws and Regulations for 2022-2024. We assure that the activities identified in this plan will be carried out to the best of the ability of the county in compliance with the federal and state laws and regulations listed in the Assurances of Compliance with Federal and State Laws and Regulations for 2022-2024.

[Signature]

Signature and Title of the Chairperson of the Commission on Aging

[Signature]

Signature and Title of the Authorized County Board Representative
The applicant certifies compliance with the following regulations:

1. Legal Authority of the Applicant
   - The applicant must possess legal authority to apply for the grant.
   - A resolution, motion or similar action must be duly adopted or passed as an official act of the applicant’s governing body, authorizing the filing of the application, including all understandings and assurances contained therein.
   - This resolution, motion or similar action must direct and authorize the person identified as the official representative of the applicant to act in connection with the application and to provide such additional information as may be required.

2. Outreach, Training, Coordination, & Public Information
   - The applicant must assure that outreach activities are conducted to ensure the participation of eligible older persons in all funded services as required by the Bureau of Aging and Disability Resources designated area agency on aging.
   - The applicant must assure that each service provider trains and uses elderly persons and other volunteers and paid personnel as required by the Bureau of Aging and Disability Resources designated area agency on aging.
   - The applicant must assure that each service provider coordinates with other service providers, including senior centers and the nutrition program, in the planning and service area as required by the Bureau of Aging and Disability Resources designated area agency on aging.
   - The applicant must assure that public information activities are conducted to ensure the participation of eligible older persons in all funded services as required by the Bureau of Aging and Disability Resources designated area agency on aging.

3. Preference for Older People with Greatest Social and Economic Need
   - The applicant must assure that all service providers follow priorities set by the Bureau of Aging and Disability Resources designated area agency on aging for serving older people with greatest social and economic need.

4. Advisory Role to Service Providers of Older Persons
   - The applicant must assure that each service provider utilizes procedures for obtaining the views of participants about the services they receive.

5. Contributions for Services
   - The applicant shall assure that agencies providing services supported with Older Americans Act and state aging funds shall give older adults a free and voluntary opportunity to contribute to the costs of services consistent with the Older Americans Act regulations.
   - Each older recipient shall determine what he/she is able to contribute toward the cost of the service. No older adult shall be denied a service because he/she will not or cannot contribute to the cost of such service.
   - The applicant shall provide that the methods of receiving contributions from individuals by the agencies providing services under the county/tribal plan shall be handled in a manner that assures the confidentially of the individual’s contributions.
• The applicant must assure that each service provider establishes appropriate procedures to safeguard and account for all contributions.

• The applicant must assure that each service provider considers and reports the contributions made by older people as program income. All program income must be used to expand the size or scope of the funded program that generated the income. Nutrition service providers must use all contributions to expand the nutrition services. Program income must be spent within the contract period that it is generated.

6. Confidentiality

• The applicant shall ensure that no information about, or obtained from an individual and in possession of an agency providing services to such individual under the county/tribal or area plan, shall be disclosed in a form identifiable with the individual, unless the individual provides his/her written informed consent to such disclosure.

• Lists of older adults compiled in establishing and maintaining information and referral sources shall be used solely for the purpose of providing social services and only with the informed consent of each person on the list.

• In order that the privacy of each participant in aging programs is in no way abridged, the confidentiality of all participant data gathered and maintained by the State Agency, the Area Agency, the county or tribal aging agency, and any other agency, organization, or individual providing services under the State, area, county, or tribal plan, shall be safeguarded by specific policies.

• Each participant from whom personal information is obtained shall be made aware of his or her rights to:
  a) Have full access to any information about one’s self which is being kept on file;
  b) Be informed about the uses made of the information about him or her, including the identity of all persons and agencies involved and any known consequences for providing such data; and,
  c) Be able to contest the accuracy, completeness, pertinence, and necessity of information being retained about one’s self and be assured that such information, when incorrect, will be corrected or amended on request.

• All information gathered and maintained on participants under the area, county or tribal plan shall be accurate, complete, and timely and shall be legitimately necessary for determining an individual’s need and/or eligibility for services and other benefits.

• No information about, or obtained from, an individual participant shall be disclosed in any form identifiable with the individual to any person outside the agency or program involved without the informed consent of the participant or his/her legal representative, except:
  a) By court order; or,
  b) When securing client-requested services, benefits, or rights.

• The lists of older persons receiving services under any programs funded through the State Agency shall be used solely for the purpose of providing said services, and can only be released with the informed consent of each individual on the list.
• All paid and volunteer staff members providing services or conducting other activities under the area plan shall be informed of and agree to:
  a) Their responsibility to maintain the confidentiality of any client-related information learned through the execution of their duties. Such information shall not be discussed except in a professional setting as required for the delivery of service or the conduct of other essential activities under the area plan; and,
  b) All policies and procedures adopted by the State and Area Agency to safeguard confidentiality of participant information, including those delineated in these rules.
• Appropriate precautions shall be taken to protect the safety of all files, microfiche, computer tapes and records in any location which contain sensitive information on individuals receiving services under the State or area plan. This includes but is not limited to assuring registration forms containing personal information are stored in a secure, locked drawer when not in use.

7. Records and Reports
• The applicant shall keep records and make reports in such form and requiring such information as may be required by the Bureau of Aging and Disability Resources and in accordance with guidelines issued solely by the Bureau of Aging and Disability Resources and the Administration on Aging.
• The applicant shall maintain accounts and documents which will enable an accurate review to be made at any time of the status of all funds which it has been granted by the Bureau of Aging and Disability Resources through its designated area agency on aging. This includes both the disposition of all monies received and the nature of all charges claimed against such funds.

8. Licensure and Standards Requirements
• The applicant shall assure that where state or local public jurisdiction requires licensure for the provision of services, agencies providing services under the county/tribal or area plan shall be licensed or shall meet the requirements for licensure.
• The applicant is cognizant of and must agree to operate the program fully in conformance with all applicable state and local standards, including the fire, health, safety and sanitation standards, prescribed in law or regulation.

9. Civil Rights
• The applicant shall comply with Title VI of the Civil Rights Act of 1964 (P.L. 88-352) and in accordance with that act, no person shall on the basis of race, color, or national origin, be excluded from participation in, be denied benefits of, or be otherwise subjected to discrimination under any program or activity under this plan.
• All grants, sub-grants, contracts or other agents receiving funds under this plan are subject to compliance with the regulation stated in 9 above.
• The applicant shall develop and continue to maintain written procedures which specify how the agency will conduct the activities under its plan to assure compliance with Title VI of the Civil Rights Act.

• The applicant shall comply with Title VI of the Civil Rights Act (42 USC 2000d) prohibiting employment discrimination where (1) the primary purpose of a grant is to provide employment or (2) discriminatory employment practices will result in unequal treatment of persons who are or should be benefiting from the service funded by the grant.

• All recipients of funds through the county/tribal or area plan shall operate each program or activity so that, when viewed in its entirety, the program or activity is accessible to and usable by handicapped adults as required in the Architectural Barriers Act of 1968.

10. Uniform Relocation Assistance and Real Property Acquisition Act of 1970

• The applicant shall comply with requirements of the provisions of the Uniform Relocation and Real Property Acquisitions Act of 1970 (P.L. 91-646) which provides for fair and equitable treatment of federal and federally assisted programs.

11. Political Activity of Employees

• The applicant shall comply with the provisions of the Hatch Act (5 U.S.C. Sections 7321-7326), which limit the political activity of employees who work in federally funded programs. [Information about the Hatch Act is available from the U.S. Office of Special Counsel at http://www.osc.gov/]

12. Fair Labor Standards Act

• The applicant shall comply with the minimum wage and maximum hours provisions of the Federal Fair Labor Standards Act (Title 29, United States Code, Section 201-219), as they apply to hospital and educational institution employees of state and local governments.

13. Private Gain

• The applicant shall establish safeguards to prohibit employees from using their positions for a purpose that is or appears to be motivated by a desire for private gain for themselves or others (particularly those with whom they have family, business or other ties).

14. Assessment and Examination of Records

• The applicant shall give the Federal agencies, State agencies and the Bureau of Aging and Disability Resources authorized Area Agencies on Aging access to and the right to examine all records, books, papers or documents related to the grant.

• The applicant must agree to cooperate and assist in any efforts undertaken by the grantor agency, or the Administration on aging, to evaluate the effectiveness, feasibility, and costs of the project.
• The applicant must agree to conduct regular on-site assessments of each service provider receiving funds through a contract with the applicant under the county or tribal plan.

15. Maintenance of Non-Federal Funding

• The applicant assures that the aging unit, and each service provider, shall not use Older Americans Act or state aging funds to supplant other federal, state or local funds.
• The applicant must assure that each service provider must continue or initiate efforts to obtain funds from private sources and other public organizations for each service funded under the county or tribal plan.

16. Regulations of Grantor Agency

• The applicant shall comply with all requirements imposed by the Department of Health and Family Services, Division of Supportive Living, Bureau of Aging and Disability Resources concerning special requirements of federal and state law, program and fiscal requirements, and other administrative requirements.

17. Older Americans Act

• The applicant shall comply with all requirements of the Older Americans Act (PL 89-73).

18. Federal Regulations

• The applicant shall comply with all federal regulations (45 CFR 1321) governing Older Americans Act funds and programs.

19. Wisconsin Elders Act

• The aging unit must comply with the provisions of the Wisconsin Elders Act.
• Wisconsin Statutes Chapter 46.82 Aging unit.
“Aging unit” means an aging unit director and necessary personnel, directed by a county or tribal commission on aging and organized as one of the following:
  a) An agency of county or tribal government with the primary purpose of administering programs of services for older individuals of the county or tribe.
  b) A unit, within a county department under s. 46.215, 46.22
  c) or 46.23, with the primary purpose of administering programs of and services for older individuals of the county
  d) A private corporation that is organized under ch. 181 and
  e) that is a nonprofit corporation, as defined in s. 181.0103 (17).

• Aging Unit; Creation. A county board of supervisors of a county, the county boards of supervisors of 2 or more contiguous counties or an elected tribal governing body of a federally recognized American Indian tribe or band in this state may choose to administer, at the county or tribal level, programs for older individuals that are funded under 42 USC 3001 to 3057n, 42 USC 5001 and 42 USC 5011 (b). If this is done, the county board or boards of supervisors or tribal governing body shall establish by resolution a county or tribal aging unit to provide the
services required under this section. If a county board of supervisors or a tribal

governing body chooses, or the county boards of supervisors of 2 or more

contiguous counties choose, not to administer the programs for older individuals,
the department shall direct the area agency on aging that serves the relevant area
to contract with a private, nonprofit corporation to provide for the county, tribe or

counties the services required under this section.

- Aging Unit; Powers and Duties. In accordance with state statutes, rules

promulgated by the department and relevant provisions of 42 USC 3001 to 3057n
and as directed by the county or tribal commission on aging, an aging unit:

a) Duties. Shall do all of the following:

1) Work to ensure that all older individuals, regardless of income, have
access to information, services and opportunities available through the
county or tribal aging unit and have the opportunity to contribute to the cost
of services and that the services and resources of the county or tribal aging
unit are designed to reach those in greatest social and economic need.

2) Plan for, receive and administer federal, state and county, city, town or

village funds allocated under the state and area plan on aging to the county
or tribal aging unit and any gifts, grants or payments received by the county
or tribal aging unit, for the purposes for which allocated or made.

3) Provide a visible and accessible point of contact for individuals to obtain
accurate and comprehensive information about public and private
resources available in the community which can meet the needs of older
individuals.

4) As specified under s. 46.81, provide older individuals with services of
benefit specialists or appropriate referrals for assistance.

5) Organize and administer congregate programs, which shall include a
nutrition program and may include one or more senior centers or adult day
care or respite care programs, that enable older individuals and their
families to secure a variety of services, including nutrition, daytime care,
educational or volunteer opportunities, job skills preparation and
information on health promotion, consumer affairs and civic participation.

6) Work to secure a countywide or tribal transportation system that makes
community programs and opportunities accessible to, and meets the basic
needs of, older individuals.

7) Work to ensure that programs and services for older individuals are
available to homebound, disabled and non-English speaking persons, and
to racial, ethnic and religious minorities.

8) Identify and publicize gaps in services needed by older individuals and
provide leadership in developing services and programs, including
recruitment and training of volunteers that address those needs.

9) Work cooperatively with other organizations to enable their services to
function effectively for older individuals.

10) Actively incorporate and promote the participation of older individuals in
the preparation of a county or tribal comprehensive plan for aging
resources that identifies needs, goals, activities and county or tribal
resources for older individuals.
11) Provide information to the public about the aging experience and about resources for and within the aging population.

12) Assist in representing needs, views and concerns of older individuals in local decision making and assist older individuals in expressing their views to elected officials and providers of services.

13) If designated under s. 46.27 (3) (b) 6., administer the long-term support community options program.

14) If the department is so requested by the county board of supervisors, administer the pilot projects for home and community-based long-term support services under s. 46.271.

15) If designated under s. 46.90 (2), administer the elder abuse reporting system under s. 46.90.

16) If designated under s. 46.87 (3) (c), administer the Alzheimer’s disease family and caregiver support program under s. 46.87.

17) If designated by the county or in accordance with a contract with the department, operate the specialized transportation assistance program for a county under s. 85.21.

18) Advocate on behalf of older individuals to assist in enabling them to meet their basic needs.

19) If an aging unit under sub. (1) (a) 1. or 2. and if authorized under s. 46.283 (1) (a) 1., apply to the department to operate a resource center under s. 46.283 and, if the department contracts with the county under s. 46.283 (2), operate the resource center.

20) If an aging unit under sub. (1) (a) 1. or 2. and if authorized under s. 46.284 (1) (a) 1., apply to the department to operate a care management organization under s. 46.284 and, if the department contracts with the county under s. 46.284 (2), operate the care management organization and, if appropriate, place funds in a risk reserve.

b) Powers. May perform any other general functions necessary to administer services for older individuals.

- Commission On Aging.
  a) Appointment.

1) Except as provided under sub. 2., the county board of supervisors in a county that has established a single-county aging unit, the county boards of supervisors in counties that have established a multicounty aging unit or the elected tribal governing body of a federally recognized American Indian tribe or band that has established a tribal aging unit shall, before qualification under this section, appoint a governing and policy-making body to be known as the commission on aging.

2) In any county that has a county executive or county administrator and that has established a single-county aging unit, the county executive or county administrator shall appoint, subject to confirmation by the county board of supervisors, the commission on aging. A member of a commission on
aging appointed under this subdivision may be removed by the county executive or county administrator for cause.

b) Composition.

- A commission on aging, appointed under par. (a) shall be one of the following:
  1) For an aging unit that is described in sub. (1) (a) 1. or 2., organized as a committee of the county board of supervisors, composed of supervisors and, beginning January 1, 1993, advised by an advisory committee, appointed by the county board. Older individuals shall constitute at least 50% of the membership of the advisory committee and individuals who are elected to any office may not constitute 50% or more of the membership of the advisory committee.
  2) For an aging unit that is described in sub. (1) (a) 1. or 2., composed of individuals of recognized ability and demonstrated interest in services for older individuals. Older individuals shall constitute at least 50% of the membership of this commission and individuals who are elected to any office may not constitute 50% or more of the membership of this commission.
  3) For an aging unit that is described in sub. (1) (a) 3., the board of directors of the private, nonprofit corporation. Older individuals shall constitute at least 50% of the membership of this commission and individuals who are elected to any office may not constitute 50% or more of the membership of this commission.

c) Terms.

- Members of a county or tribal commission on aging shall serve for terms of 3 years, so arranged that, as nearly as practicable, the terms of one-third of the members shall expire each year, and no member may serve more than 2 consecutive 3-year terms. Vacancies shall be filled in the same manner as the original appointments. A county or tribal commission on aging member appointed under par. (a) 1. may be removed from office for cause by a two-thirds vote of each county board of supervisors or tribal governing body participating in the appointment, on due notice in writing and hearing of the charges against the member.

d) Powers and duties.

- A county or tribal commission on aging appointed under sub. (4) (a) shall, in addition to any other powers or duties established by state law, plan and develop administrative and program policies, in accordance with state law and within limits established by the department of health and family services, if any, for programs in the county or for the tribe or band that are funded by the federal or state government for administration by the aging unit. Policy decisions not reserved by statute for the department of health and family services may be delegated by the secretary to the county or tribal commission on aging. The county or tribal commission on aging shall
direct the aging unit with respect to the powers and duties of the aging unit under sub. (3).

- (5) Aging Unit Director; Appointment. A full-time aging unit director shall be appointed on the basis of recognized and demonstrated interest in and knowledge of problems of older individuals, with due regard to training, experience, executive and administrative ability and general qualification and fitness for the performance of his or her duties, by one of the following:
  - 1. For an aging unit that is described in sub. (1) (a) 1., except as provided in subd. 2., a county or tribal commission on aging shall make the appointment, subject to the approval of and to the personnel policies and procedures established by each county board of supervisors or the tribal governing body that participated in the appointment of the county or tribal commission on aging.
  - 2. In any county that has a county executive or county administrator and that has established a single-county aging unit, the county executive or county administrator shall make the appointment, subject to the approval of and to the personnel policies and procedures established by each county board of supervisors that participated in the appointment of the county commission on aging.
  - For an aging unit that is described in sub. (1) (a) 2., the director of the county department under s. 46.215, 46.22 or 46.23 of which the aging unit is a part shall make the appointment, subject to the personnel policies and procedures established by the county board of supervisors.
  - For an aging unit that is described in sub. (1) (a) 3., the commission on aging under sub. (4) (b) 3. shall make the appointment, subject to ch. 181.
## Community Engagement Report

### Your County or Tribe:
**St. Croix County**

### Date/s of Event or Effort:
**March-May of 2021**

### Target audience(s):
**Senior Adults in St. Croix County or individuals with interest in Senior Services**

### Number of Participants/ Respondents:
- Total responses: 244
- Carry Out – 48
- HDM - 103

### Describe the method used including partners and outreach done to solicit responses:
A three-question survey was developed by the Aging Unit Team and conducted with a paper or online option. Questions are as followed:
1. Identification of the top three things that need to improve to help adults in our community age.
2. Services or Events in other communities that would be helpful or enjoyable to older people in our county.
3. Biggest challenge for oneself or a loved one in remaining in their home as they age.

### Distribution locations:
- *Posted on St. Croix County Facebook page: March 18 (7 shares, 5 likes, 1 lol reaction); April 14 (4 shares, 1 like); May 11 (1 share, 1 like)*
- *Mailed out 78 surveys to Carry-out participants on March 12*
- *Mailed out 200 surveys to HDM participants on March 22*
- *Surveys and ADRC packets distributed at St. Croix County COVID Vaccination Sites*
- *Surveys delivered to apartment complexes and community partners throughout the county with distribution of ADRC Resource Guides.*
- *Included in the April issues of the ADRC News for folks to complete and mail back with a distribution of 4313 homes/agencies.*
- *Additional mailings: Memory Café members, DCS consumers, Caregiver Support Attendees, Dementia Coalition and Caregiver Coalition members to forward to those they determined appropriate. Emailed to faith communities and municipalities to post in newsletter, webpage or Facebook.*
- *Created ad in the Generations insert of River Towns News directing readers how to access the survey.*

244 Total Responses to survey:
- 161 responses were of individuals over age 70;
- 54 responses ages 60-70;
- 24 responses under age 60.
Describe how the information collected was used to develop the plan:
The results were reviewed and assessed as if this is a new area of concern, one of previous concern and potential programs and interventions addressing this issue. Information was directly used in development of goal areas.
Top 5 identified areas needing improvement:
1. Alternate transportation options
2. Social Isolation and Loneliness
3. Home repairs and Upkeep
4. Affordable Housing
5. Home Health Options

What were the key takeaways/findings from the outreach?
Upon review of responses, it is identified that many of the services needed or identified do exist within the county, but individuals may not be aware of available options. Clearly, increased marketing of existing programs needs to be addressed.
Did get responses from 11 separate communities and additional areas in the county. This is significant in assuring that needs are identified, and plans developed to meet needs of entire county and varying communities. Resources, geographic nature and populations vary vastly in St. Croix County.
Identified that having various methods to complete the survey was successful. Many meal program participants preferred and completed paper copies of the survey, however, successful in having people complete the survey online as well.
Having specific survey results will also be beneficial in partnering with other entities in goals, such as with UW Extension. This information will support the need for programming.
Community Engagement Report

Your County or Tribe: St. Croix County

Date/s of Event or Effort: April 2021

Target audience(s): Senior Center Board Members/ 9 centers

Number of Participants/ Respondents: 58

Describe the method used including partners and outreach done to solicit responses:
Face to Face focused group conversation and discussion with Senior Center Board members, senior leaders within their communities.
All Senior Center Boards of the nine Senior Centers were informed in person/educated on the Aging Plan development and handed out a copy of the paper survey at the April board meetings to each member in attendance. Link information provided if preferring to do this method.
Discussion included these topics:
* Social Isolation and Re-engagement of Seniors
* Long lasting impacts of COVID on Seniors, continued fear related to
* Continued meal service options such as Grab and Go, Resumption of in person dining at the Senior Centers
* Social Outings, Resuming rides and trips when safe
* Loss of many participants that attended social events/senior centers prior to COVID

Describe how the information collected was used to develop the plan:
Survey results were directly used to focus goal areas and identification of areas of highest concern and priority for the plan.
Conversations and feedback from board members also guided the development and implementation of safe reopening plans for the county Senior Centers and Congregate dining program as an immediate need.
Also identified was the need for continued promotion of events in ADRC Newsletter to inform and reengage seniors of community events and social opportunities.

What were the key takeaways/findings from the outreach?
Across the entire county, concerns related to Seniors experiencing social isolation and how to safely get Seniors re-engaged in the senior centers and community activity. Stories shared of how lonely they have been, people they know of that have not left home in extended period and worry over physical and mental health. This was incorporated in the plan and also directed the need for immediate action.
Many Seniors expressed fear of returning to activities as previous, how different things may be and balancing between safety and socialization.
### Community Engagement Report

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<th>Target audience(s):</th>
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<td>St. Croix County viewers, adults/adult children</td>
<td>305 Views on Facebook, 174 views on Youtube (7-6-2021)</td>
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</table>

**Describe the method used including partners and outreach done to solicit responses:**

Interview done by Renea Aeschliman, Program Support Associate and Amy Roehmild, Community Services Coordinator on 4-21-2021 with Meg Heaton of the Western Wisconsin Journal. Interview was 30 mins long with the key Issues Discussed:

- Identification of ADRC Services and Role
- Discussion of the Aging Plan and Why it is important
- Public input of the Aging Plan and why essential
- How input is turned into a goal and actual services and programming
- Anticipated targeted areas/Goal Categories
- Importance of process for the future of aging services in St. Croix County

Interview posted on Youtube and Facebook social media platforms. St. Croix County also shared the interview on their Facebook page with the link to complete the survey.

[https://youtu.be/rM1fKiO-BZA](https://youtu.be/rM1fKiO-BZA) (River Channel/Western Wisconsin Journal: St Croix County ADRC)
[https://fb.watch/5c2W7D0ddF/](https://fb.watch/5c2W7D0ddF/) (4-30-21 River Channel Hudson/North Hudson Community Access Television)

**Describe how the information collected was used to develop the plan:**

General information provided regarding the Aging Unit Plan, the process and why it is important to make needs and desires known. The information was provided during the interview as to how to access the ADRC Aging Plan survey and encouragement to complete a survey.

**What were the key takeaways/findings from the outreach?**

A key takeaway from this outreach is that the River Channel Community Access Television is a tremendous partner and takes interest in ADRC programs and events serving the ADRC consumers. Meg Heaton/Community Member/Interviewer values the aging services and would be willing to partner again to spread communication about services and programs.

It is difficult to determine who the information reached or the correlation of someone watching it and then completing a survey to give input however, each view passed on information to individuals as to the ADRC services and goal areas and services of the Aging Unit.
### Community Engagement Report

<table>
<thead>
<tr>
<th>Your County or Tribe:</th>
<th>Date/s of Event or Effort:</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Croix County</td>
<td>April 9, 2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Target audience(s):</th>
<th>Number of Participants/ Respondents:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Council members of the Council on Aging and Disabilities</td>
<td>8</td>
</tr>
</tbody>
</table>

#### Describe the method used including partners and outreach done to solicit responses:

Presentation done by Jane Mahoney from the Greater Wisconsin Agency on Aging Resources for Council members regarding Older Americans Act, Greater Wisconsin Agency on Aging Resources, Inc and the required Three-Year Aging Plans. Discussion followed.

After understanding of process, Council members provided with copies of paper survey, asked to complete and distribute to others they know from their home communities or of target service group.

#### Describe how the information collected was used to develop the plan:

Input from Council members included in brainstorming process and development of goals specific to areas of advocacy. Council members verbalized knowledge and importance of understanding the process in their oversight and involvement.

Unable to determine direct numbers of returned surveys as a result of Council members distribution.

#### What were the key takeaways/findings from the outreach?

A key takeaway is the importance of involving the Council members in the hands on process in the Aging Plan to be advocates for the Aging programs in St. Croix County. A better knowledge base and understanding on program development and connection to funding resources.
Appendix #5

You’re invited to attend a Public Hearing on the

2022-2024

St. Croix County AGING UNIT PLAN

Thursday, Sept. 16, 2021 at 9 a.m.
St. Croix County Services Center • Rms 171 & 172
1752 Dorset Lp • New Richmond, WI 54017
Virtually: 1-414-662-4870; conf. ID 992 181 377#

Thursday, Sept. 16, 2021 at 1 p.m.
St. Croix County Gov’t Center • County Board Rm
1101 Carmichael Rd • Hudson, WI 54016
Virtually: 1-414-662-4870; conf. ID 757 573 936#

Aging programs and services play a major role in the health of our community. The Aging & Disability Resource Center of St. Croix County is undergoing a planning process to determine how best to provide the services that keep older people healthy and independent.

But we need your input!
We invite you to take a look at our plan and give us your feedback. To find a copy of the plan, stop by the ADRC at the St. Croix County Services Center or go online at www.sccwi.gov/adrc. Written comments will be accepted until September 15, 2021. Please send comments to:
ADRC – Public Comment
1752 Dorset Lane
New Richmond, WI 54017

~ or ~
adrcinfo@sccwi.gov

ADRC of St. Croix County Aging Plan 2022–2024
Appendix #6

Notice of Public Hearing for Aging and Disability Resource Center of St. Croix County's Plan on Aging 2022-2024
August 25, 2021
NOTICE OF PUBLIC HEARING
The Aging and Disability Resource Center of St. Croix County (ADRC) will hold public hearings to present the 2022-2024 ADRC of St. Croix County Aging Plan. These hearings are open for public comment and will be held at the following times and locations:
• Thursday, September 16 at 9 a.m.
  - St. Croix County Services Center, Rooms 171 & 172
  156 E 1st St, New Richmond, WI
  - or call 1-414-682-4870, conference ID 692 181 377#
• Thursday, September 16 at 1 p.m.
  - St. Croix County Government Center, County Board Room
  1101 Cammichael Rd, Hudson, WI
  - or call 1-414-682-4870, conference ID 757 573 936#
These public hearings give residents of St. Croix County an opportunity to provide input on the Aging Plan draft. A draft of the plan is available to view at the ADRC of St. Croix County Aging Unit, 1752 Dorset Lane in New Richmond, WI from 8 a.m. to 4:30 p.m. Monday through Friday. Copies of the plan will also be available for viewing one hour before the start of each hearing.
Written comments may be sent to the ADRC of St. Croix County, 1752 Dorset Lane, New Richmond, WI 54017, Attn: Public Comment, through September 15, 2021 or email at adrcinfo@ocaw.gov.
The input we receive will be considered in the development of the final draft of the plan. The final draft will be presented for approval at the Council on Aging and Disabilities meeting scheduled for 8:30 a.m. Friday, October 8, 2021 at the St. Croix County Services Center in New Richmond.
For more information, contact Brad Bedalson, Aging and Disability Resource Center of St. Croix County Administrator at (715) 381-4360.
"If you are planning to attend one of the above meetings and will require accommodations (signer, interpreter, etc.) to participate, please call the Aging and Disability Resource Center of St. Croix County at least 48 hours prior to the meeting date and time.
• Phone: (715) 381-4360
• Toll Free: (800) 372-2033
(Sept. 2 & 9, 2021) WINAXLP 2902441
Affidavit of Publication

STATE OF WISCONSIN, St. Croix County

Thomas Stangl, being duly sworn, on oath, deposes and says that he is an authorized representative of The Baldwin Bulletin, which is a weekly newspaper published at Baldwin, Wisconsin, and that a notice of which the printed slip, hereof annexed, is an exact and true copy, was published in said newspaper once in each and every week for 2 successive weeks and that the date of the first insertion was the 1st day of September, 2021; that the date of the last insertion was on the 8th day of September, 2021.

PUBLIC HEARING 9.16.21

Subscribed and sworn to before me this 8th day of September, 2021.

Diane Stangl
Notary Public, State of Wisconsin

My Commission expires 22nd day of July, 2022

STATE OF WISCONSIN
CIRCUIT COURT
POLK COUNTY

IN RE ESTATE OF

Deceased

Proof of Publication of

Recorded in Vol., Page
Filed this ___ day of ______, 20___

County Judge

NOTICE OF PUBLIC HEARING
AGING AND DISABILITY RESOURCE CENTER
OF ST. CROIX COUNTY'S
PLAN ON AGING 2022-2024
AUGUST 25, 2021

NOTICE OF PUBLIC HEARING

The Aging and Disability Resource Center of St. Croix County (ADRC) will hold public hearings to present the 2022-2024 ADRC of St. Croix County Aging Plan. These hearings are open for public comment and will be held at these following times and locations:

- Thursday, September 16 at 9 a.m.
  o St. Croix County Services Center,
    Rooms 171 & 172
    150 E 1st St., New Richmond, WI
  o or call 1-414-962-4670;
    conference ID 992 181 377#

- Thursday, September 16 at 1 p.m.
  o St. Croix County Government Center,
    County Board Room
    1101 Carmichael Rd, Hudson, WI
  o or call 1-414-962-4670;
    conference ID 757 573 936#

These public hearings give residents of St. Croix County an opportunity to provide input on the Aging Plan draft. A draft of plan is available to view at the ADRC of St. Croix County Aging Unit, 1752 Dorset Lane in New Richmond, WI from 8 a.m. to 4 p.m. Monday through Friday.

Copies of the plan will also be available for viewing one hour before the start of each hearing.

Written comments may be sent to the ADRC of St. Croix County, 1752 Dorset Lane, New Richmond, WI 54017.

Attn: Public Comment through September 15, 2021 or email at adrcinfo@socwil.org

The input we receive will be considered in the development of the final draft of this plan. The final draft will be presented for approval at the Council on Aging and Disabilities meeting scheduled for 6:30 p.m. Friday, October 8, 2021 at the St. Croix County Services Center in New Richmond.

For more information, contact Brad Beckman, Aging and Disability Resource Center of St. Croix County Administrator at (715) 381-4360.

*If you are planning to attend one of the above meetings and will require accommodations (signer, interpreter, etc.) to participate, please call the Aging and Disability Resource Center of St. Croix County at least 48 hours prior to the meeting date and time.*

- Phone: (715) 381-4360
- Toll Free: (800) 372-2333
## Public Hearing Report

<table>
<thead>
<tr>
<th>Date of Hearing:</th>
<th>County or Tribe:</th>
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<tbody>
<tr>
<td>Thursday, September 16, 2021</td>
<td>ADRC of St. Croix County</td>
</tr>
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<table>
<thead>
<tr>
<th>Location of Hearing:</th>
<th>Accessibility of Hearing:</th>
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</thead>
<tbody>
<tr>
<td>St. Croix Cty Government Center</td>
<td>✓ Location was convenient, accessible &amp; large enough</td>
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<table>
<thead>
<tr>
<th>Address of Hearing:</th>
<th>✓ Provisions were made for hearing/visual impairments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1101 Carmichael Rd</td>
<td>✓ Provisions were made for those who do not speak English</td>
</tr>
<tr>
<td>Hudson, WI 54016</td>
<td>✓ Hearings were held in several locations (at least one in each county your agency serves)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of Attendees:</th>
<th>✓ Hearing was not held with board-committee meetings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 in person</td>
<td></td>
</tr>
<tr>
<td>1 virtually</td>
<td></td>
</tr>
</tbody>
</table>

### Public Notice:
- ✓ Official public notification began at least 2 weeks prior? Date: September 2 & 9, 2021
- □ Notice must be posted in a local/online newspaper, nutrition sites and senior centers plus at least one more avenue
  - ✓ Print/online newspaper Hudson Star Observer, Tribune Press Report, and Baldwin Bulletin
  - ✓ Nutrition sites
  - ✓ Senior centers
  - ✓ Newsletter, radio, TV, social media
  - ✓ Sent to partner agencies/individuals
- □ Other

- □ Notifications include
  - ✓ Date
  - ✓ Time
  - ✓ Location
  - ✓ Subject of hearing
  - ✓ Location and hours that the plan is available for examination

- □ Where appropriate, notice was made available in languages other than English
  - ✓ A copy of the notice is included with this report

### Summary of Comments:
The person in attendance commented on how she feels the community she resides in is rather rural and not much to offer for a young senior. She has utilized the services through the ADRC and found them to be beneficial, however would like more within her town of residence. She does hope others will get to know the services of the ADRC. She mentioned that transportation to medical appointments could be difficult in the future and many of the specialty doctors no longer come to the area. Indication that the ADRC Newsletter is very helpful to her.

### Changes made to your plan as a result of the input received:
There were no changes to the plan
Appendix #8

ST. CROIX COUNTY ADRC

Notice of Public Hearing for Aging and Disability Resource Center of St. Croix County's Plan on Aging 2022-2024

HEARING

Aging and Disability Resource Center of St. Croix County (ADRC) will hold public hearings to present the 2022-2024 ADRC of St. Croix County Aging Plan. These hearings are open for public comment and will be held at three following times and locations:

- September 16 at 6 p.m.
  - St. Croix County Services Center, Room 171 & 172
  - 150 E 1st St., New Richmond, WI
  - or call 1-844-562-4870, conference ID 109 141 779

- September 16 at 6 p.m.
  - St. Croix County Government Center, County Board Room
  - 1101 Carmichael Rd., Hudson, WI
  - or call 1-844-562-4870, conference ID 797 572 3329

All residents of St. Croix County are encouraged to attend one of the above meetings and will require proof of identity. To participate, please call the Aging and Disability Resource Center of St. Croix County at least 48 hours prior to the meeting:

1-811-4360

\[\text{WNAHL}^2\]

PROOF OF PUBLICATION

IN THE MATTER OF:

Public Hearing

Paul Seeling, being duly sworn, both deponent and now, do deponent and say that I am a representative of the Woodruff Leader, a newspaper published at Gateway Publishing, Spring Valley, WI, and that an advertisement of which the annexed is a true copy, taken from said advertisement, was published therein on:

9-21-31 / 9-21-31

Notary Public

P. Craig

WNAHL

ADRC of St. Croix County Aging Plan 2022-2024