



Aging, Disability, and Veterans Services Division
Aging Services Advisory Council (ASAC)
 Tuesday, September 16, 2025, 10:00 am – 12:00 pm
 Five Oak Building, 209 SW 4th Ave, Portland, OR 97204
 Pine Room, 1st floor

Zoom link: <https://multco-us.zoom.us/j/94294725561?pwd=8ZEEiVfu9sCg74q4yUeayQEF5HVkl2.1>

Meeting ID: 942 9472 5561 – Passcode: Sac.2025

Time	Agenda Item	Lead
Attendees:	Kathleen Sullivan, Anne Lindsay, Monique Torres, John Halfmoon, Scott Moore	
Members		
ADVSD	Alex Garcia Lugo, Lars Fujisato, Deric Anderson, Jacob Mestman, Irma Jimenez, Jimmy Gray, Marina Khalina	
Guests	John Henry Crippen, Emily Berndt	
10:00	Meeting open for sign on	All
10:00	Opening – Zoom review and accessibility Land acknowledgment Introductions – Please share your name and pronouns. <i>What scents and smells do you associate with autumn?</i> Agenda review – <i>call for public testimony</i>	Alex Garcia Lugo
10:20 30 min	Aging, Disability Resource Connection (ADRC) <ul style="list-style-type: none"> - Emily provided an overview of the ADRC along with performance numbers from the past year. Emily also gave a reminder that open enrollment will begin soon. Every state has 211 and an ADRC, and in Oregon, the ADRCs are through the AAAs. The ADRC website has our phone number and contact information, which helps convert to calls. The ADRC can help with in-home care needs, housing concerns, Medicare issues, rent and utility assistance, food, and transportation. The ADRC is 24/7 and is in-house within ADVSD. Multnomah County no longer contracts with 211, and benefits from using ADVSD staff. After hours calls can include abuse calls, calls for IDD and PG. The ADRC is also on standby for emergency response regarding older adults, such as for emergency weather response, and the ADRC's number will be on emergency evacuation flyers for the sheriff's office. Last year, the ADRC took roughly 30,000 calls and received roughly 8,600 emails. The ADRC is expected to grow and is spending more time working on eligibility for 	Emily Berndt

Time	Agenda Item	Purpose	Lead
	<p>various programs. The ADRC records REALD and SOGI information, and serves people of all economic backgrounds. The ADRC has roughly 5,000 contacts a month, and most calls are related to Medicare, Medicaid, CCOs, and healthcare.</p> <ul style="list-style-type: none"> - John Henry shared there are other specialty programs along with ADRC including SHIBA, Medicare open enrollment, and OMSC. <p>SHIBA has one program coordinator and 24 volunteer counselors who meet with individuals to help enroll them in Medicare plans that best meet their needs. Our SHIBA coordinator is also trained to help with Medicare fraud and abuse. Open Enrollment is from October 15th-December 7th and that is a busy time for counseling appointments. SHIBA has a total of 196 surveys with most people responding with satisfaction. OMSC is a federally funded, statewide program. This program helps people with the cost of their Medicare part D drug coverage. OMSC helps those who qualify for extra help save an estimated annual savings of \$5,900. The program has recently started satisfaction surveys to learn about participants' experiences. There has been media outreach in the past 9 months related to these programs including billboards, radio ads, newspaper ads, USPS mailers, etc. There have also been tabling events at culturally specific centers, senior centers, housing fairs, Alzheimer's conference, Pride Festival, and more. A recent media campaign includes an OMSC mailer for helping people afford medications.</p> <ul style="list-style-type: none"> - Emily added they are doing a lot of great mailing and outreach projects that are targeted for people who might like to attend a SHIBA appointment. - Monique asked if these programs are statewide, and if so, suggested that the URL might be confusing to people outside of Multnomah County. - Emily shared that Multnomah County owns the URL and not the state, and that's why it is a Multco URL. - Anne mentioned that SHIBA offers a Medicare class through Mt. Hood Community College and is taught by an experienced SHIBA volunteer. The class is two hours and is offered once a month through Zoom. - Kathleen asked if the SOGI numbers are reported publicly 		

Time	Agenda Item	Purpose	Lead
	<p>and if they are unduplicated numbers.</p> <ul style="list-style-type: none"> - Emily responded that we can share the SOGI numbers, and they are public. However, they are on a different report. The numbers are unduplicated. - Scott asked if the AAAs are affected by SOGI numbers and if the data has been protected. - Emily said that AAAs are doing their best and people are hesitant to answer these questions relating to demographics. It's important information and can help expand services to underserved populations. - Marina responded that GetCare is the system that we report in. - Scott expressed concern that there are people not being served, and these questions are important for data reporting and for funding. - Emily said they are asking 23 questions about REALD and SOGI, and it can be hard to ask those questions, but we are still asking them. - Scott said he understands the reality, but he doesn't want the questions and the meaning behind the questions to go away. He wants them to address unmet needs. - Marina appreciates the concern and said we need to keep track of the information to help build the system out. - John asked how people access these services. - Emily responded that the team is trained on everything and they are experts in aging and disabilities. The resource team keeps up to date on the services people need. The team will help give information to consumers on how to access services. The ADRC has great partners who are trusted. 		
Next Steps and Action Items <ul style="list-style-type: none"> ● SHIBA open enrollment – October ● Provide SOGI data to ASAC members ● Provide Link to Mt. Hood Medicare class 			
10:50 5 min	<p>Follow up: July Older Americans Act (OAA) presentation</p> <ul style="list-style-type: none"> - Marina shared updates on the Area Plan. Goals on the Area Plan include advertising the ADRC 		Marina Khalina

Time	Agenda Item	Purpose	Lead
	through various media campaigns. John Henry was recently at an event providing outreach for the ADRC and the other programs mentioned today. Nutrition is another topic in the Area Plan. We are working to provide a grab-and-go meal option for people who go to in-person meal sites or having home delivered meals. Health promotion goals; We are working with unpaid family caregivers through our <i>Memory Cafe</i> which is focused on socialization and meeting people who might need help. Attendees can also take various exercise classes.		

Next Steps and Action Items

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11:00	BREAK
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11:15 30 min	<p>Age Friendly business certification program</p> <ul style="list-style-type: none"> - Jacob shared that there are a number of people who are not here today that have been working on this project; Jermey, Jerry, Jason, Nicole, and Melanie. There was a comparable program through Elders in Actions and there are other similar programs throughout the country. This is our first time sharing and asking for involvement from the SACs and we will reach out to the Aging Network. The idea of this business certification is to have a list of businesses that are age friendly to better serve the growing number of older adults in our community. We would recognize businesses that make an extra effort to serve older adults. There would be a checklist for businesses to meet requirements relating to their facility, staff, etc. We are still figuring out details, but we are also wanting to help assist businesses interested in the certification. We are hoping to offer discounts and advertise these businesses. - Kathleen is excited to see a program like this and likes the use of asset maps, although they are a lot of work, and suggests we partner with someone who works on them, such as PSU. If we make something for children and older adults, it will be friendly for everyone. She would be 	Jacob Mestman
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Time	Agenda Item	Purpose	Lead
	<p>happy to help with this.</p> <ul style="list-style-type: none"> - Jacob said that there isn't any funding for this yet, but we are wanting to present this to the age friendly network to see if there any funds for this and partnering might be a way to help leverage resources. - Kathleen gave an example that if a space can have a stroller and a walker, then it is age friendly for everyone. She has learned this and other information from the Center for Public Interest Design at PSU. - Scott asked how this is different from Age+, that offers awards, and they might be partly funded by the county. - Alex said that there wasn't a business that earned an award through Age+, but there are businesses that are age friendly, and we haven't found a comparable business award. - Kathleen shared that the county has to work differently than a nonprofit and we might pick 'low hanging fruit' and work with known age-friendly businesses. - Jacob shared contact information for any other thoughts that come up. - Monique mentioned that she would like the slides to view/review the information. - Alex shared that the documents used in the meetings are posted on the website. 		
Next Steps and Action Items <ul style="list-style-type: none"> ● 			
11:45 5 min	<p>Recent media highlights</p> <ul style="list-style-type: none"> - Alex shared recent media highlights and the group watched a news clip called 'Grandma Connie.' 		Alex Garcia Lugo
Next Steps and Action Items <ul style="list-style-type: none"> ● 			
11:50	Public testimony– if time was requested during agenda review.		Alex Garcia Lugo
Next Steps and Action Items <ul style="list-style-type: none"> ● 			
11:55	Closing and check out		

Time	Agenda Item	Purpose	Lead
Next Steps and Action Items <ul style="list-style-type: none"> • 			
12:00 pm	Adjourn!		

Upcoming Meetings:

- ASAC: October 21, 2025
- DSAC: October 23, 2025

Common acronyms used in ASAC Meetings – While we strive to avoid acronyms and jargon here are some you may hear in ASAC meetings

- ADRC - Aging, Disability Resource Connection (Center)
- ADVSD - Aging, Disability and Veterans Services Division, DCHS
- APD - Aging and People with Disabilities, Oregon Department of Human Services
- APS - Adult Protective Services
- ASAC - Aging Services Advisory Council
- BIPOC - Black, Indigenous, and other People of Color
- DCHS - Department of County Human Services (Multnomah)
- DSAC - Disability Services Advisory Council
- LTSS - Long Term Services and Supports
- NEMT - Non-Emergent Medical Transportation
- O4AD - Oregon Association of Area Agencies on Aging and Disabilities
- OAA - Older Americans Act
- ODHS - Oregon Department of Human Services (also called DHS)
- OPI and OPI-M - Oregon Project Independence (- Medicaid)
- SHIBA - Senior Health Insurance Benefits Assistance



Aging Services Advisory Council (ASAC)

September 16, 2025

Aging, Disability, and Veterans
Services Division

Department of County Human Services

Main features
of using Zoom
on a
computer.

Zoom
application
features in the
works, as
requested.

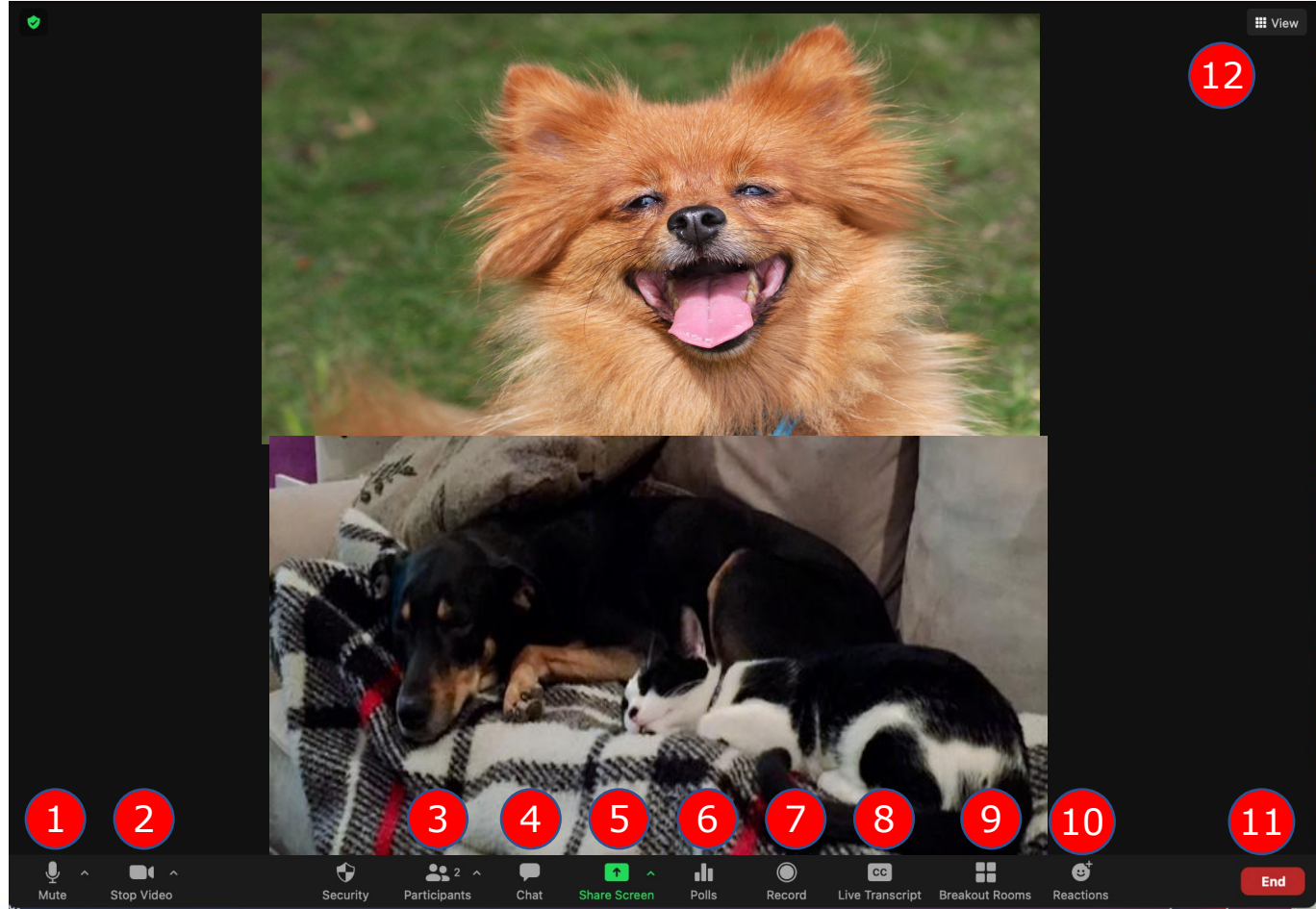
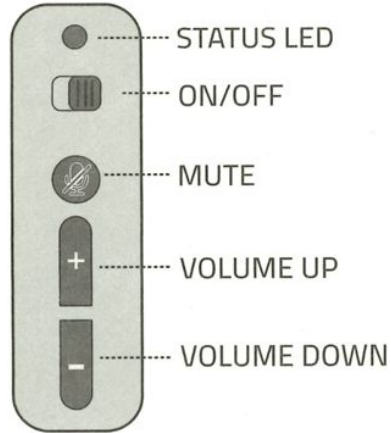
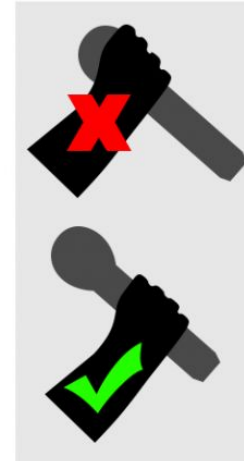


Image of a Zoom platform screen with two dogs in the participant boxes and red circles with white numbers above each of the Zoom button icons.

Using the microphone



Hold the mic about 5cm/2" from your mouth...



and don't cup it!
(unless you're rapping)



Land acknowledgement

We are located in Portland, Oregon, Multnomah county.

Today, we honor the Indigenous people whose traditional and ancestral homelands we stand on—the Multnomah, Kathlamet, Clackamas, Tumwater, Watlala bands of the Chinook, the Tualatin Kalapuya and many other Indigenous nations of the Columbia River.



Land acknowledgement, continued

It is important we acknowledge the ancestors of this place and to recognize that we are here because of the sacrifices forced upon them.

In remembering these communities, we honor their legacy, their lives, and their descendants.

Accessibility statement

We will (imperfectly!) model accessible presentation techniques such as:

- Using a minimum of 20 point font on slides.
- Limiting reliance on words and images.
- Orally describe visual presentation elements.
- Taking time on slides.
- Ask ahead of time if anyone needs accommodations.



Accessibility statement, continued

- Use a virtual platform with auto-generated closed captioning.
- Include alternate text or image descriptions.
- Accommodations were requested and met.
- In use—voice amplification.
- Not in use—ASL interpretation, CART services.



Meeting goals

- Welcome and accessibility.
- Land acknowledgement.
- Introductions: members, County staff, and guests.
- Aging, Disability Resource Connection and SHIBA open enrollment.
- Follow up: July Older Americans Act presentation.
- Age Friendly business certification program.
- Public testimony.
- Future meetings.



Quick introductions

Please share:

- Your name
- Pronouns
- Prompt

What scents and smells do you associate with autumn?



ADRC (Aging, Disability Resource Connection)

The ADRC Helpline

- Provides central access to all ADVSD and APD programs and services.
- Multnomah County: (503) 988-3646
- Statewide: 1-(855) 673-2372
- www.ADRCoforegon.org



ADRC, continued

Calls to the ADRC

- In-home care needs
- Housing concerns
- Medicare issues
- Rent and utility assistance
- Food
- Transportation



ADRC, continued

Available 24/7

- Adult Protective Services (APS).
- Public Guardian and Conservator.
- IDD (Intellectual and Developmental Disabilities).
- Screening for programs during after hours.
- Emergency preparedness activation.



Incoming Calls

Helpline	29,566
PG by ADRC	3,448
Public Guardian	4,403
ADRC Emails Received	8,619

Outbound Calls (CS)

ADRC Emails Sent	14,532
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Helpline Voicemail

Total	5,186
Returned	4,548
↪ Returned Same-Day	78%
↪ Returned within one day	95%

SHIBA Voicemail

Total	2,596
Returned	2312
↪ Returned Same-Day	24%
↪ Returned within one day	45%

Safety Net

Referrals ¹	489
↪ Approved	376
↪ Pending	91

Outreach

In-person Contacts ²	7,924
Mail Outreach ²	1,867,637

OMSC

Phone Contacts	1,308
Referral & Enrollment	359

SHIBA

Appointments	1,002
Emails Received	1,880
Emails Sent	2,402

¹ Safety Net data does not include UCR.

² Preliminary - MultCo SHIBA/MIPPA staff and volunteers have until the end of the following month to complete STARS entries.

Get Care Records

Referral	8,546
Information	5,423
Assistance	4,437

Referrals

	46,768
MultCo LTSS	3,285
MultCo SHIBA	2,102
MultCo ADRC	1,228
OMSC	1,103
Oregon Project Independence...	1,038
MultCo APS	854
ADVSD Safety Net	789
Northwest Pilot Project	788
LIHEAP	640
REACH Housing	494

Other Programs (759)

Unmet Needs	392
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Callers

Senior Consumer	6,505
Family Member	1,692
Consumer with disability	1,630
Agency	1,392
Friend/Neighbor	219
Caregiver	171
Community Gatekeeper	46
All Others	545

Long Term Supports & Services

VM Transcribed by ADRC	3,709
↪ Assigned to Helpline	680
↪ Initial Contact for LTSS	1,895
Total Referred for LTC	1,180

The ADRC team handles voicemail for the LTSS team, including help with resources (Helpline), initial LTC conversations, and completing referrals for LTC. From Jul 2024 - Jun 2025 the team handled 69% of all incoming calls for LTSS.



Individual Consumers 11,762

Consumer Demographics

Race & Ethnicity

Asian	4.9%
Black & African American	11.2%
Hispanic & Latino/a/x	4.3%
Indigenous American & Alaska N	1.6%
Middle Eastern / North African	0.3%
Native Hawaiian & Pacific Isl.	0.5%
White	50.3%
Other	0.3%

Language

English	90.3%
Spanish	2.3%
Unknown/Declined To State	1.2%
Vietnamese	1.1%
Cantonese	1.0%
All Others (77)	4.0%

Gender

Woman or girl	53.9%
Man or boy	35.4%
Non-binary	0.4%
Something else	0.2%
Don't know	7.7%
Don't want to answer	2.4%

Military Household

Self	5.7%
Spouse	2.9%
Child	0.5%
Don't know/want to answer	20.4%
No	62.1%

Medicare & Medicaid

Medicare Beneficiaries	4.3%
Medicaid Recipients	4.8%
Dual Eligible	1.0%

Consumer Needs

Housing	7,643
Health & Wellness	5,860
Medicare, Medicaid & Other Insur...	5,395
Financial Assistance	5,278
Crisis Support, Legal Services...	2,738
Community Support & Recreation	2,611
Family Caregivers & In-Home Serv...	2,459
Food	903
Transportation	689
Employment & Education	354
Disability Services & Supports	346
Veterans	109
No Need	62

Age

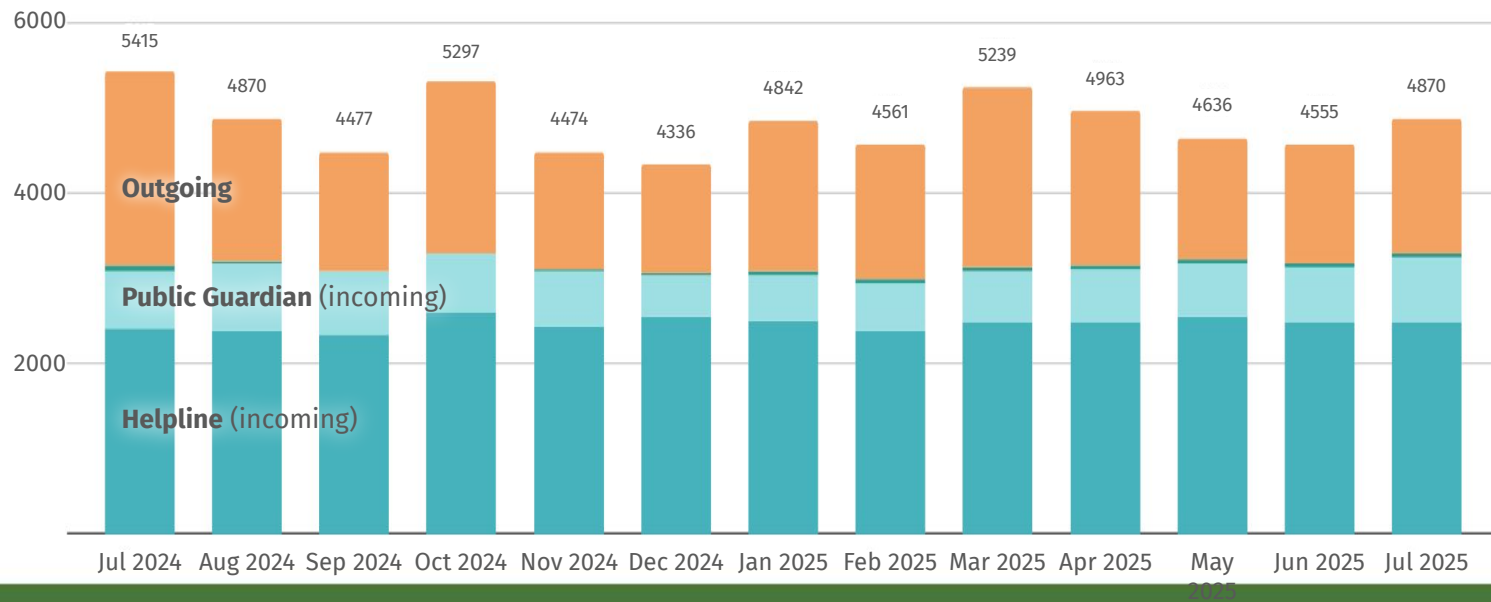
0 - 19	0.7%
20s	2.1%
30s	4.2%
40s	6.7%
50s	12.8%
60s	31.5%
70s	25.3%
80s	11.6%
90s	2.5%
100+	0.1%

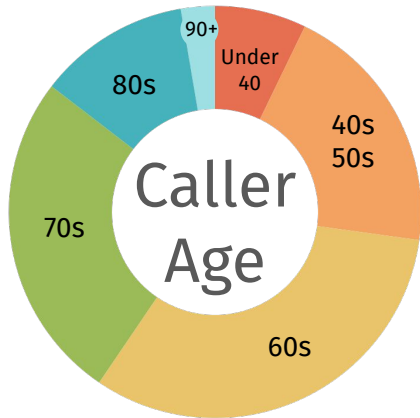
Zip Code

97233	5.6%	97209	3.8%
97236	5.2%	97202	3.4%
97030	5.2%	97080	3.4%
97230	5.0%	97211	3.3%
97206	4.6%	97203	3.2%
97266	4.5%	97213	3.1%
97220	4.1%	97212	2.3%
97217	4.0%	97219	2.2%
All Others (194)			28.6%
Unknown			8.5%



The Aging and Disability Resource Connection (ADRC) is a 24/7 helpline and website. It connects people to services for older adults, people with disabilities, Veterans, and their families. Trained information specialists connect people to community programs and benefits. They provide information, referrals, assistance, follow-up, and crisis help.





Caller Needs

32.7% Medicare, Medicaid, CCOs & Healthcare

22.2% Housing

15.3% Financial Assistance

7.9% Crisis Support, Legal Services & Safety

7.6% Community Support & Recreation

7.1% Family Caregivers & In-home Services

4.5% Other Needs

2.6% Food



ADRC, Specialty Programs

- SHIBA (Senior Health Insurance Benefits Assistance)
- Medicare Open Enrollment
- Oregon Medicare Savings Connect (OMSC)



SHIBA program

- Volunteers complete extensive Medicare training.
- Provide free, unbiased Medicare counseling.
- Explain health and drug plan options.
- Can help beneficiaries save a lot of money.
- Assist with Medicare appeals and complaints.
- Meet one on one (virtually, phone, or in-person).



Medicare Open Enrollment (October 15 - December 7)



It Can Save Money

You may find lower premiums and extra benefits by comparing your Medicare Advantage Plan and Prescription Drug Plan options.



It's Easy

Expert and unbiased SHIBA counselors can help you choose the best Medicare plan for you.



It's Convenient

Free, one-on-one appointments are available at a location near you, over the phone, and online. Call **503.988.3646** to schedule.
*Scheduling line opens Sept. 29th.

(503) 988-3646
multco.us/SHIBA



Location	Address
Albina Library	205 NE Russell St Portland, OR 97212
Central Library	801 SW 10th Ave Portland, OR 97205
Hillsdale Library	1525 SW Sunset Blvd Portland, OR 97239
Holgate Library	7905 SE Holgate Blvd Portland, OR 97206
Midland Library	805 SE 122nd Ave Portland, OR 97233
Multnomah County - East (Chinook Room)	600 NE 8th St Gresham, OR 97030
Tabor Square (Basement Conference Room)	4610 SE Belmont St Portland, OR 97215

Dates for in
person counseling
to be announced.



2025 ASAC meeting

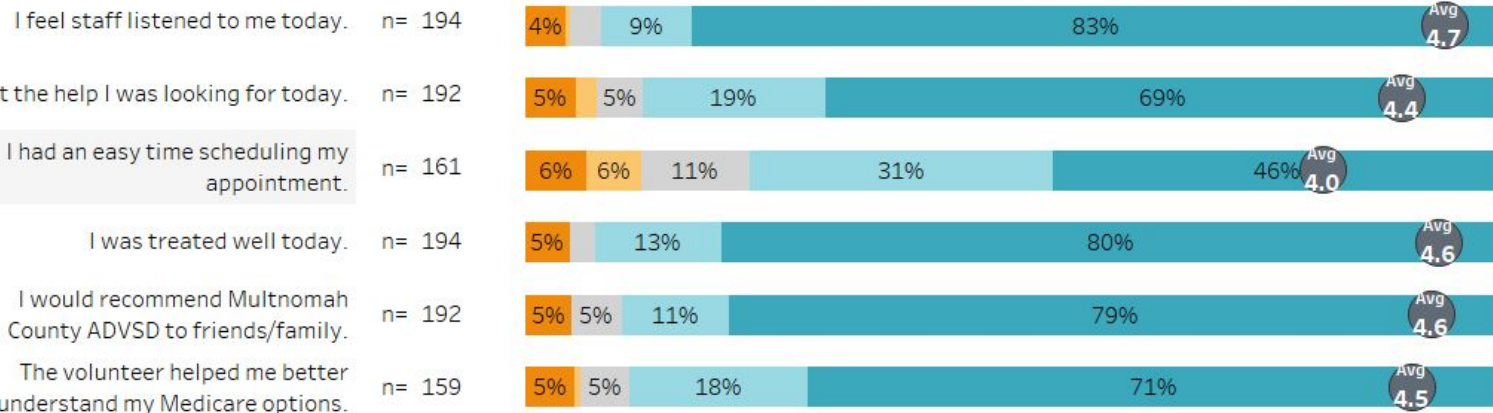
ADVSD provides counseling services for Medicare Beneficiaries called Senior Health Insurance Benefits Assistance (SHIBA). Volunteers help seniors and people with disabilities with navigating Medicare and its related benefits as well as help to compare insurance policies. This is a survey provided to consumers after they have met with a SHIBA volunteer.

SHIBA Participant Experience Project

Total # of Surveys: 196

Overall Satisfaction

Strongly Disagree Disagree Neutral Agree Strongly Agree



Oregon Medicare Savings Connect (OMSC)

- Federally funded, statewide program.
- Provides information for the Medicare Savings Program (MSP).
- Assists with enrollment for Extra Help/Low Income Subsidy (LIS).



Extra Help/Low Income Subsidy (LIS)

- Help with Part D prescription drug costs.
- Estimated annual savings of \$5,900.
- Level of assistance depends on income and resources.

Call **1-855-447-0155** for application assistance or guidance on how to apply.

Interpretation services are available.



Media outreach

County-wide outreach for SHIBA and SMP and statewide outreach for OMSC and Medicare Preventive Services.

- Billboards
- Radio ads
- Press releases
- Newspaper ads
- Wednesday Wire articles
- Social media ads and posts
- USPS Every Door Direct Mailings
- Mailings to statewide partner agencies



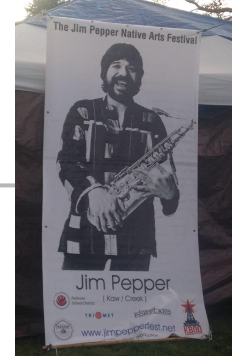
**DON'T BE FOOLED BY
SCAMMERS**



Tabling at events

Promote programs at community events

- Culturally specific
 - Arab Festival, NAYA Powwow, El Grito Festival, etc.
- LGBTQ+
 - Pride Festival, LGBTQ+ Meaningful Care Conference.
- Limited income
 - Home Forward fairs, social service fairs, etc.
- Older Adults
 - Senior center events, aging expos, senior housing, etc.
- Younger adults with disabilities and condition-specific
 - Disability resource fairs, ESRD fair, Alzheimer's Conf, etc.



Recent Media Campaigns

OMSC Every Door Direct Mailing (EDDM) Campaign

- Analyzed top zip codes with NCOA data visualization tool.
- Used USPS EDDM tool to choose routes.
 - Average income less than \$50K
 - More than 60% of route over 65 years old
- Flyer reached 20,447 households in 8 counties

OMSC Radio Ad Campaign

- OPB and KMHD-FM
- Airing 44 times from August 29 - October 23, 2024

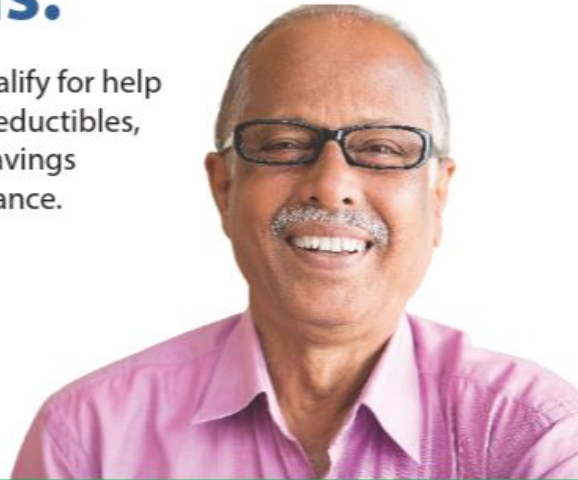


Recent Media Campaigns

Finally, I can afford my medications.

Depending on your income, you may qualify for help with Medicare Part B and D premiums, deductibles, and copays. Contact Oregon Medicare Savings Connect today for free application assistance.

Call 1-855-447-0155.



☎ M-F, 9am-5pm ✉ medicaresavings@multco.us 🌐 multco.us/medicaresavings



Thank you! Questions?





**I'M TAKING
A BREAK**

15-minute break

Age Friendly business certification program

- Overview of program
- Review of website
- Questions for advisory council



Age Friendly business certification program, continued

Overview

Multnomah county's older adult population is changing rapidly, and it will not slow down. ADVSD recognizes the changing needs of our community, and we are planning to relaunch the local Age Friendly Business Certification Program to better serve our community and make it more age-friendly for our growing population of older adults.



Age Friendly business certification program, continued

Overview, continued

This program would recognize businesses and service providers that make an extra effort to serve older adults in Multnomah County. The initiative would assist local providers and businesses in identifying and advertising age-friendly features that attract, serve, and retain customers as they age.



Age Friendly business certification program, continued

Program Goals

1. Identify and certify businesses which are age friendly ready.
2. Promote age-friendly businesses to the local community.
3. Connect businesses to older adults in the community.
4. Maintain and expand to county wide area.



Age Friendly business certification program, continued

Questions:

- How would the advisory councils like to be involved?
- Are there things that would make this project successful that you can think of?
- What else we should know before moving forward?
- Other questions?
 - Contact jacob.mestman@multco.us or
 jeremy.nguyen@multco.us



Recent media highlights

ADVSD and County Central Communications are amplifying the ways our programs promote positive aging by showcasing our work in the media and telling stories about the real people who benefit from our services. This spotlights Multnomah County's good work in our community and helps get the word out about our services.



Recent media highlights, continued

Here are links to recent videos

- ADRC Commercial, AM Northwest segment—Memory Cafe event.
- Connection to Medicaid and a Home—Transition & Diversion.
- Senior center ukulele group strikes chord with community.
- A home away from home: Providing care and upholding dignity in Multnomah County Adult Care Homes.
- ‘Grandma Connie’ finds family and fulfillment at Rockwood preschool through Multnomah County volunteer program.



Public testimony and council updates

- Please feel free to provide comments.



Reminders

- Please remember to answer Deric timely.
Considerations for in-person meetings must be completed several days in advance.



Wrap-up

- Thanks for attending!
- Next meeting – October 21, 2025
 - 10am-noon

