



NO WRONG DOOR STANDING COMMITTEE

TUESDAY, OCTOBER 28TH, 2025 11AM-12PM

ADULT AND AGING, 3725 WESTWIND BLVD, SANTA ROSA

CARNELIAN ROOM

11:00	1. Welcome & Introductions <i>Check in</i>	(Edwards)
11:00	2. Minutes Approval: February 25, 2025 <i>The committee will review the minutes from the February meeting and may approve them as presented or with modifications.</i>	(Edwards/all)
11:05	3. NWD Toolbox wrap-up <i>Report out, Discuss document storage</i>	(Edwards)
11:12	4. NWD Meeting-Action <i>Future NWD cmte meeting 90 minutes length</i>	(Edwards/Harper)
11:15	5. Public Comment <i>Public may address items that are on the agenda or not on the agenda. Public comment will be limited to three (3) minutes per speaker.</i> <i>NOTE: The Committee cannot take action on items not on the agenda.</i>	(Edwards)
11:20	6. ADRH presentation/conversation <i>ADRH overview/presentation from Commission Member.</i>	(Edwards/Hoevertsz)
11:35	7. Topic/Discussion NWD committee plan <i>Review purpose of committee, establish mission and begin discussion on plan for NWD committee activity.</i>	(Harper)
12:00	8. Adjournment	(Edwards)

Supplemental materials related to an agenda item are available for public inspection during normal business hours at the Adult & Aging Office, 3725 Westwind Blvd., Suite 101, Santa Rosa. All listed times are approximate and subject to change. Agenda items are scheduled for consideration by the Commission, which may or may not choose to act. Breaks may be called at the discretion of the Chair. If you need any accommodation to effectively participate, please contact aaa@schsd.org or (707) 565-5238 at least 48 hours prior to the meeting.

Sonoma County Aging and Disability Commission No Wrong Door Standing Committee

Purpose:

The No Wrong Door Standing Committee supports the continued efforts in the Sonoma County community to increase equitable access to information, assistance, and supports needed for older adults and people with disabilities to live as independently as possible at home.

The Standing Committee supports these efforts through:

- Providing feedback, guidance and planning support related to No Wrong Door activities and initiatives
- Identifying unmet needs within the community and developing strategies to address them
 - Ensuring input from consumers, service providers and community members
 - Ensuring that all target populations are adequately served
- Serving in an advisory capacity for the Sonoma County Aging and Disability Resource Hub (ADRH)
- Advocacy and community engagement

Anticipated typical activities:

- Routine meeting attendance (Aging and Disability Commission meetings and Standing Committee meetings)
- Review staff provided materials or plans and provide feedback and guidance. Examples include: marketing material/information or community engagement strategies.
- Advocacy on behalf of our target populations and overall Sonoma County community at Commission level, committee level, and possibly community or legislative levels.
- Participation in community engagement activities. Examples include:
 - networking at community events that support services for older adults and people with disabilities,
 - engaging potential community partners
 - providing education/overview of services provided by Area Agency on Aging, the Aging and Disability Commission, or the Aging and Disability Resource Hub
 - support activities that assist in identifying and addressing barriers to accessing services

Structure

The Aging and Disability Resource Connection

(ADRC) initiative began as a collaborative effort between the State of California, the federal Administration for Community Living (ACL), the Centers for Medicare & Medicaid Services (CMS), and the Veterans Administration (VA). The ADRC's purpose is to provide a **single coordinated system** for people seeking reliable information and access to **Long-Term Services and Supports (LTSS)**.

ADRCs are intended to act as a "[No Wrong Door](#)" system, enabling people of all ages, incomes, and disabilities to connect with any one ADRC partner organization for access to a full array of Long-Term Services and Support (LTSS) options in the community.

California ADRCs are led by a core partnership between [Independent Living Centers](#) (ILCs) and [Area Agencies on Aging](#) (AAAs), and include a wide array of extended partner organizations.

- The committee must include broad representation with a minimum 20 percent share of individuals who are consumers of LTSS or caregivers of those who use LTSS. (per [ADRC designation criteria](#) set by CDA).



Sonoma County Aging & Disability Commission No Wrong Door Committee Meeting

Minutes

Tuesday, June 24th, 2025 | 1:00PM-2:00PM

Carnelian Conference Room, 3725 Westwind Blvd. Santa Rosa 95403

Attendance: Trayce Beards, Jenny Helman, Robin Thompson, Suzanne Edwards, Priyanka Varma, Monte Cimino, Denise Johnson

Staff Attendance: Betsey Harper, Cassandra Denson, Jordan Rico

1. Welcome & Introductions (Cimino)(1:00PM)

2. Minutes Approval - Feb. 25, 2024 (Cimino/All)

- Approved as written.

3. Ad Hoc report on NWD outreach toolbox (Cimino/Thompson)

- Target date to send recommendations is June 25th. (Ad Hoc will expire.)
- Completed Projects:
 - Elevator speech
 - Public meeting speech and guidelines.
- Next steps:
 - Create infrastructure to share the files. (*Discussed adding the documents to the AAA Google Drive.*)
 - Review accessibility.
 - Develop additional resources/components that interest the commission. (*Discussed starting a new Ad Hoc or moving projects to the Executive Committee or general NWD Committee.*)
 - Jordan Rico will review the materials for ADA compliance.

4. Public Comment (Cimino/Public)

The public may address items that are on the agenda or not on the agenda. Public comments will be limited to three (3) minutes per speaker.

- No comments given.

5. Topic/Discussion: ADRH Definitions (Cimino/Harper)

- Reviewed the provided terms and definitions.
- Reviewed the distinctions between Aging & Disability Connection/Center (ADRC), Aging & Disability Hub (ADRH), and Aging & Disability Unit (ADRU).
- Member comments:
 - Add additional information to the "Information & Assistance" description that the program is referred to as ADRU internally within Adult & Aging only.



Sonoma County Aging & Disability Commission No Wrong Door Committee Meeting

- Suggestion to add the definitions to the NWD Toolbox

6. Follow-up on Topic/Discussion: Marketing & Outreach Plan (Harper/Rico)

- Reviewed Current and projected marketing efforts:
 - Local newspapers/magazines
 - TV/streaming services
 - Social media
- Committee members provided feedback:
 - Outreach needed for Hospitals/Care facilities social workers for the Transitions program.
- Commission interested in connection between LADAP goals and Directory work.

7. Adjourn (Cimino)(2:00PM)

Next NWD Committee Meeting – October 28th, 2025, 11:00AM

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To submit items for the AAA Newsletter, or to receive the AAA Newsletter: AAA@schsd.org

No Wrong Door Planning

Purpose: Tool below to aid in development of NWD committee planning. It is meant to provide reference information that supports the development of the NWD Work Plan, ensuring alignment with Commission goals, promoting achievement of objectives, and preventing duplication of efforts.

Area	ADRH goals	Commission goals	Potential NWD Committee ideas
Advocacy and Education	• Provide feedback to California Dept of Aging on unmet needs or barriers in connecting clients to services • ---B to add any goals for in-service	• Area plan: 6.2 Commission Members (supported by Community Services Program Staff as needed) will plan and develop the ability to facilitate no fewer than three focus groups with older adults, adults with disabilities, and/or their caregivers to learn about issues and needs. At least one focus group will be in Spanish. • Area plan: 6.12 Study and report on issues related to dignity, independence, and quality of life of Sonoma County's older adults, adults with disabilities, and their caregivers.	

		• 25-26 Objectives: Members research and summarize topics affecting the dignity, independence, quality of life of the people they represent • 25-26 Objective: Members learn about local challenges and opportunities through group conversations with community partners. Activity: Write Summary report (background, local data, challenges and opportunities)	
Outreach/Marketing	• TV, Print or Bus ads to run at least 2 months/year • Publish Aging and Disability Resource Directory and ADRH (I&A) Resource Cards. • Participate in at least twenty (20) community events (virtual and in-person) that includes ADRC outreach and awareness, contacting at least 800 community members • Host at least one (1) Transitions presentation to the community • (DSLCC) Plan, coordinate and facilitate the Disability and Resource Expo. • Create outreach plan for DSLCC Older Adults Home	• <u>25-26 Objective:</u> Members provide a public forum to hear from and talk to the people they represent. <u>Activity:</u> Attend ADRH tabling to talk to people	

	Modification Program (<i>on pause as of 10.22.25</i>)		
Community partner or Extended Partner activities	- Onboard 4 more extended partners in 25-26 year - Goal of 500 referrals between Hub partners - Goal of serving 50 clients with Transition services	6.13 Convene (AAA) community partners to share information and explore collaboration opportunities related to aging, disability, and caregiving issues.	
Quality Review and Improvement	- Contact clients served by ADRH 30 + days, offer Consumer Experience Survey - Develop a plan for QR & I related to the I&A workflow	Area plan 6.15 Advise Aging & Disability Resource Hub staff and partners on community awareness of and access to long-term services and supports and other resources.	
<i>Other</i>	•		
<i>Other</i>	•		
<i>Other</i>	•		
<i>Other</i>	•		

Aging and Disability Resource Hub

Related Terms and Definitions

Background

The Aging and Disability Resource Connection (ADRC) initiative began as a collaborative effort between the State of California, the federal Administration for Community Living (ACL), the Centers for Medicare & Medicaid Services (CMS), and the Veterans Administration (VA). The ADRC's purpose is to provide a single coordinated system for people seeking reliable information and access to Long-Term Services and Supports (LTSS).

The Aging and Disability Resource Hub (Sonoma ADRC) was established in 2020.

Term	Definition
Aging and Disability Resource Connection (ADRC)	ADRC is the title for the initiative that supports local counties in establishing coordinated entry systems with a No Wrong Door Model to increase access to services. <i>The term 'ADRC' is sometimes used synonymously with ADRH, but usually heard in reference to the initiative as a whole or the cumulative group of ADRCs.</i>
Aging and Disability Resource Hub (ADRH)	The name of our Sonoma ADRC. <i>Definition:</i> A collaborative network of organizations in Sonoma County working together to streamline access to services for older adults, people with disabilities and their families and caregivers.
Core Partners/Core Partnership	In California, every ADRC is made up of a Core Partnership between the Area Agency on Aging(AAA) and the local Independent Living Center (ILC). In Sonoma County, our Core Partnership is between AAA and Disability Services and Legal Center (DSLCL).
Extended Partners	Extended Partners are collaborative organizations that work with the ADRH to streamline access to services for older adults, people with disabilities, and caregivers. Through shared referrals, coordination, and joint problem-solving, they help extend the reach and effectiveness of the ADRH network.
Four Core Services	Every ADRC in California supports the following four Core Services: • Enhanced Information & Assistance • Options Counseling • Short Term Service Coordination • Transition Services
Information & Assistance (I&A)	Service provided by Sonoma County Adult & Aging. The team that supports I&A also supports the other four core services of our ADRH. The team supports the main ADRH phone line, offering personalized assistance to older adults, people with disabilities, and caregivers. They provide in-depth screening, direct referrals and warm hand-offs, and follow-up to ensure needs are met. To external partners and the community, we refer to this team as <i>Information and Assistance</i> .

	Within A&A and the Commission, the team is also referred to as <i>Aging and Disability Resource Unit (ADRU)</i> .
707-565-INFO	565-INFO or 707-565-INFO is the main ADRH phone line. Calling this number reaches the team of social workers providing Information & Assistance.
Aging and Disability Resource Directory	A directory of resources within Sonoma County for older adults, people with disabilities, their caregivers and families. The directory is available in printed format (English/Spanish) and via web at: agingdisabilitysonomacounty.org . This is an ADRH/AAA publication and is used by community members and professionals.
ADRH Postcards	Double-sided handout (English/Spanish) that provides information on how to access resources. Current iteration includes the 707-565-INFO number, the QR code, and the website for the Aging and Disability Resource Directory.

Conversations within the Community

Suggestions for conversations on ADRH

Audience	Example of venue	Suggested touchpoint/language/resources
Public at large/potential users of services	Outreach or tabling events; conversations with individual consumers or family members	Describe ADRH in terms of the 707-565-INFO number and the personalized support provided by the Information and Assistance team. Resources: ADRH postcard, Aging and Disability Resource Directory.
Community-Based organizations	Outreach at events; direct engagement with CBO's; AAA or partner meetings	Use more “industry” language when appropriate — refer to the ADRH network, Enhanced Information & Assistance, and 565-INFO. Adjust based on the familiarity and needs of the organization. Resources: ADRH postcards available in bulk at no cost; limited quantities of the ADRH Resource Directory (English & Spanish) are also available upon request.
Government or Public Meetings	Board of Supervisors, city councils, advisory councils, other government bodies and groups	Highlight the ADRH as a collaborative countywide resource hub that improves access to long-term services and supports for older adults, people with disabilities, and caregivers. Emphasize equity, coordination, and system navigation through 565-INFO. Resources for you: NWD committee Toolbox/talking points Resources for them: ADRH Postcard