

Introduction to the Area Plan

The Area Plan describes in detail the specific services to be provided to the population of older adults residing in a given Planning and Service Area (PSA). The plan is developed from an assessment of the needs of the PSA as determined by public input that involves public hearings, the solicited participation of those affected and their caregivers, and service providers. The plan also states the goals and objectives that the Area Agency on Aging (AAA) and its staff and volunteers plan to accomplish during the planning period.

The Area Plan is divided into two parts, the Program Module and the Contract Module. The Program Module includes a profile of the PSA; a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis; an analysis of performance and unmet needs; the service plan including goals, objectives, and strategies; assurances; and other elements relating to the provision of services.

The Contract Module includes the elements of the plan relating to funding sources and allocations, as well as other administrative/contractual requirements, and otherwise substantiates the means through which planned activities will be accomplished.

In planning for the production of the Area Plan, AAAs should consider the following Area Plan development cycle.



This recommended planning cycle features the development of the PSA Profile, followed by the completion of the comprehensive SWOT analysis during the winter and spring of the Area Plan submission year. The summer should feature the development of the Performance and Targeted Outreach and Unmet Need and Services opportunities components of the Area Plan. With the completion of these components, the AAA will be prepared to address the Goals, Objectives, and Strategies component of the Area Plan.

With the completion of each stage in development of the Area Plan, the AAA is required to submit the respective components to Department of Elder Affairs (DOEA) through their contract manager for review and feedback.

In the spring of each year, the Department of Elder Affairs will publish a Notice of Instruction (NOI). This NOI will include the Area Plan Program Module Template, Area Plan Contract Module Template, indicator comparative performance file, and a table of due dates for submission of the Area Plan Cycle components.

[Instructions](#)

Before beginning Area Plan Program Module development activities, it is important that you complete a thorough review of the instructions for completion found in [Appendix 5](#).

Program and Contract Module Certification

AREA AGENCY ON AGING (AAA) INFORMATION:

Legal Name of Agency: Area Agency on Aging of Central Florida, Inc.
d/b/a Senior Resource Alliance

Mailing Address: 988 Woodcock Road, Suite 200, Orlando, FL 32803

Telephone: (407) 514-1800 FEDERAL ID NUMBER: 59-3144723

CERTIFICATION BY BOARD PRESIDENT, ADVISORY COUNCIL CHAIR, AAA DIRECTOR:

I hereby certify that the attached documents:

- Reflect input from a cross section of service providers, consumers, and caregivers who are representative of all areas and culturally diverse populations of the Planning and Service Area (PSA).
- Incorporate the comments and recommendations of the Area Agency's Advisory Council.
- Have been reviewed and approved by the Board of Directors of the Area Agency on Aging.

Additionally:

- Signatures below indicate that both the Program Module and the Contract Module have been reviewed and approved by the respective governing bodies.

I further certify that the contents are true, accurate, and complete statements. I acknowledge that intentional misrepresentation or falsification may result in the termination of financial assistance. I have reviewed and approved this 2020-2022 Area Plan.

President, Board of Directors

Name: Randy Bryan Signature: _____

Date: September 20, 2019

Advisory Council Chair

Name: Gail Whattley Signature: _____

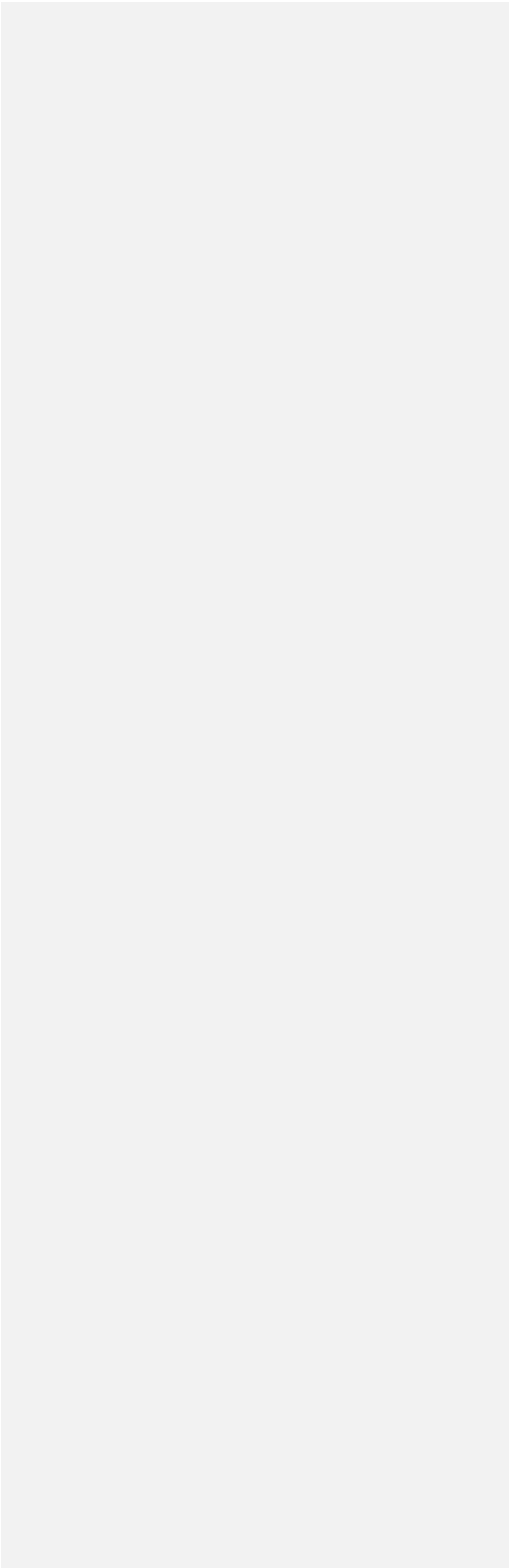
Date: August 8, 2019

Area Agency on Aging Executive Director

Name: Karla Radka Signature: _____

Date: September 20, 2019

Signing this form verifies that the Board of Directors and the Advisory Council and AAA Executive Director understand that they are responsible for the development and implementation of the plan and for ensuring compliance with Older Americans Act Section 306.



[AAA Board of Directors](#)

Membership Composition:

According to the by-laws, the SRA Board of Directors shall consist of no less than ten (10) and no more than twelve (12) members representing Brevard, Orange, Osceola and Seminole Counties, with the allocation of the said members based upon the county's proportion of population age 60 or over. Members are recruited to closely represent the demographics of PSA 7.

Frequency of Meetings:

The SRA Board of Directors meets the third Friday, every other month, beginning in January, with an annual meeting in November for election of officers.

Officer Selection Schedule:

Officers serve for a one-year term. A membership term may be extended if a Director is serving as an officer of the corporation.

AAA Board Officers:

Title	Name	Term
Chair	Randy Bryan	01/19 12/19
Vice Chair	Kathy Lieffort	01/19-12/19
Treasurer	Dave Lynn	01/19-12/19
Secretary	Marti Osborne	01/19-12/19
Immediate Past Chair	Diana Silvey	01/19-12/19
Other: (Title _____)		
Other: (Title _____)		

AAA Board of Directors Membership:

Name	Occupation / Affiliation	Home Address (include county)	Phone Number	Member Since	Current Term of Office
Richard Rossell	Alzheimer's Administration	4291 Woodhall Circle Viera, FL 32955 Brevard County	321-480-2274	16-Jul	1/19-12/21
Marti Osborne	Retired	247 Lakeridge Ct. Winter Springs, FL 32708 Seminole County	407-695-3436	7-Jan	1/19-12/19
Diana Silvey	Philanthropic Organization	220 Edinburgh Dr. Winter Park, FL 32792 Seminole County	407-644-2300	11-Sep	1/18-12/20
Robin Creamer	Physician	116 Oakwood Dr. Maitland, FL 32751 Seminole County	407-797-5123	13-Mar	1/19-12/21

Randy Bryan	Attorney	254 Plaza Drive	407-977-8080	15-Jan	1/18-12/20
		Oviedo, FL 32765			
		Seminole County			
R. Dave Lynn	FPL	425 Williamson Blvd	800-766-2028	7-Jan	1/19-12/19
		Daytona Beach, FL 32120			
		Multi-County			
Katherine Clark	Retired	9342 Whittingham Dr.	407-657-1032	11-Sep	1/17-12/19
		Orlando, FL 32817			
		Multi-County			
Kathy Liefkort	Retired	900 N. Lakeshore Blvd.	352-504-6104	18-Jan	1/18-12/20
		Howey in the Hills, FL 34737			
		Multi-County			
Chip Danneker	Retired	792 Red Haven Lane	407-278-3445	18-Jan	1/18-12/20
		Oviedo, FL 32765			
		Seminole County			
Diane Burns	LCSW	751 Dommerich Drive	407-620-3880	18-Nov	11/18-12/20
		Maitland, FL 32751			
		Orange County			
Rachel Mazer	NH Administrator	1251 Alapaha Lane	925-639-8332	19-Jan	1/19-12/21
		Orlando, FL 32812			
		Orange County			
Rob Matschner	CPA	506 Pleasant Grove Dr.	407-375-4742	19-Jan	1/19-12/21
		Winter Springs, FL 32708			

[AAA Advisory Council](#)

Council Composition:

The following chart shows the PSA 7 demographics from the 2018 State Profiles. SRA uses these demographics to ensure appropriate representation from each county.

COUNTY	TOTAL POPULATION	60+	60+%	% OF 18 MEMBERS
BREVARD	582,053	182,898	32%	6
ORANGE	1,341,050	227,418	40%	7
OSCEOLA	348,771	65,430	11%	2
SEMINOLE	461,848	98,082	17%	3
PSA 7 TOTAL	2,733,722	573,828	100%	18

Frequency of Meetings:

The PSA 7 Advisory Council meets every other month, alternating with the Board of Directors.

Member Selection Schedule:

PSA 7 Advisory Council members are recruited throughout the year, as needed.

Service Term(s):

PSA 7 Advisory Council members serve three-year terms, renewable for two additional terms.

AAA Advisory Council Members:

Name	Occupation / Affiliation	Home Address (include county)	Phone Number	Member Since	Current Term of Office	Age	Race	Eth.
Lance Jarvis	SHINE	3863 Beachgrove Rd Melbourne, FL 32934, Brevard County	321-253-2659	10/13	01/19-12/21	>60	white	Non-Hispanic
Diane Ingraham	Senior Housing	1335 Forest Dr, Rockledge, FL 32955, Brevard County	321-536-4403	05/12	01/18-12/20	<60	black	Non-Hispanic
Robbin Adams	Home Health	7777 N Wickham Rd, Ste. 12-702, Suntree, FL 32940, Brevard County	321-652-1168	01/16	01/19-12/21	<60	white	Non-Hispanic
Kathryn Ridner	Comm. On Aging	4450 W Eau Gallie Blvd, Melbourne, FL 32932, Brevard County	321-751-6671	08/18	08/17-12/19	>60	white	Non-Hispanic
Paula Preston	Retired	7105 Windover Way Titusville, FL 32780 Brevard County	321-383-4784	10/18	10/18-12/20	>60	white	Non-Hispanic
Melissa Arnold	Alzheimers Clinic	18306 Bellezza Dr. Orlando, FL 32820 Orange County	407-699-0050	10/18	10/18-12/20	<60	white	Non-Hispanic
Annette Kelly	Neighbors Network	430 E. Packwood Ave, H107 Maitland, FL 32751 Orange County	407-620-8556	10/18	10/18-12/21	>60	white	Non-Hispanic
Teri Cocking	Salvation Army	633 Lake Dot Circle Orlando, FL 32801 Orange County	407-843-5533	10/18	10/18-12/21	>60	white	Non-Hispanic
John Vassallo	SHINE	1411 Celebration Ave, #103, Celebration, FL 34747, Osceola County	321-939-2717	08/16	08/16-12/18	>60	white	Non-Hispanic
Gail Wattlely	CCRC	500 Village Pl, Longwood, FL 32779, Seminole County	407-682-0230	05/12	01/15-12/17	>60	black	Non-Hispanic

Dama Melendez	Alzheimers Association	2180 W State Rd 434, Ste. 1100, Longwood, FL 32779, Seminole County	407-951-7992	01/12	01/15-12/17	<60	white	Hispanic
Helen Jones	AARP	989 Eastbrook Blvd. Winter Park, FL 32792 Orange County	407-671-8393	04/18	04/18-12/20	>60	white	Non-Hispanic
Janis McCarter	Retired	1549 Clover Circle Melbourne, FL 32935 Brevard County	321-480-9153	01/19	01/19-12/21	>60	White	Non-Hispanic
Mitza Mercado	Cornerstone Hospice	3283 S. John Young Pkwy, Kissimmee, FL 34746 Osceola County	407-516-9224	02/19	02/19-12/21	>60	Black	Hispanic
Pamela Robinson	Retired	875 Carolins Palm Lane Oviedo, FL 32765 Seminole County	407-375-8511	02/19	02/19-12/21	>6-	Black	Non-Hispanic
Robert Roy	DCF APS	400 W. Robinson St. Ste S930 Orlando, FL 32801	407-721-0195	04/19	04/19-12/21	<60	White	Non-Hispanic

Funds Administered and Bid Cycles

The following funds are administered by <ORGANIZATION NAME> for PSA <INSERT NUM>. The current and anticipated Bid Cycles are provided for those programs that are administered through competitively procured subcontracts.

Funds Administered			Current Bid Cycle		Anticipated Bid Cycle	
			Published	Current Year of Cycle	Ant. Pub.	Ant. Award
Older Americans Act (OAA)	III B	<input checked="" type="checkbox"/>	07/15	3	07/21	09/21
	III C.I	<input checked="" type="checkbox"/>	07/15	3	07/21	09/21
	III C.II	<input checked="" type="checkbox"/>	07/15	3	07/21	09/21
	III D	<input checked="" type="checkbox"/>	07/15	3	07/21	09/21
	III E	<input checked="" type="checkbox"/>	07/15	3	07/21	09/21
	VII*	<input checked="" type="checkbox"/>				
General Revenue	ADI	<input checked="" type="checkbox"/>	03/16	3	01/22	04/22
	CCE	<input checked="" type="checkbox"/>	03/16	3	01/22	04/22
	HCE	<input checked="" type="checkbox"/>	03/16	3	01/22	04/22
Other	ADRC*	<input checked="" type="checkbox"/>				
	AoA Grants	<input type="checkbox"/>				
	EHEAP	<input checked="" type="checkbox"/>				
	LSP*	<input checked="" type="checkbox"/>				
	NSIP*	<input checked="" type="checkbox"/>				
	RELIEF*	<input checked="" type="checkbox"/>				
	SHINE*	<input checked="" type="checkbox"/>				
	USDA*	<input checked="" type="checkbox"/>				

* This fund does not have an associated Bid Cycle.

Resources Used

- [American Community Survey](#)
- [American FactFinder](#)
- [AoA Special Tabulation Data 60+](#)
- [BRFSS Survey Data](#)
- [Bureau of Economic and Business Research \(BEBR\)](#)
- [CIRTS](#)
- [Economic and Demographic Research \(EDR\)](#)
- [DOH Florida Charts](#)
- [DOEA Client Satisfaction Survey](#)
- [DOEA County Profiles, WOW Index](#)
- [DOEA Elder Needs Index Maps](#)
- [NAPIS](#)
- [Targeting Data and Dashboard](#)
- [Targeting Performance Maps](#)
- [National Association of States United for Aging and Disability \(NASUAD\)](#)
- [Assessing the Needs of Elder Floridians 2016 and UCF Update for PSA 7](#)
- Other: Shimberg Ctr. Of Housing Studies
- Other: Profile of Older Americans