

Agenda  
Eau Claire County  
Aging & Disability Resource Center Board  
Thursday, July 13, 2017, 12:00 Noon  
Courthouse-Rooms 1301/1302, Eau Claire WI 54703

1. Call to order
2. Introductions
3. Public Comment
4. Meeting Minutes: June 1, 2017 / Discussion – Action Handout #1
5. Chair/Vice Chair Report
6. Youth Transition Services- presentation by Dawnelle Horvath
7. Nutrition Program Position Requests / Discussion – Action Handout #2
8. Director's Report
  - Food Service Quality Improvement Proposal
  - Innovation Fund Application Handout #3
  - MOWAA Grant Application Handout #4
  - 2017 contract amendments
  - Space Needs update
9. 2018 Program Ranking / Discussion – Action Handout #5
10. Legislative Updates
11. Meeting start time for August 10, 2017
12. Future meeting agenda items: August 10, 2017
13. Adjourn

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Eau Claire County  
Aging & Disability Resource Center Board  
Thursday, June 1, 2017, 12:00 Noon  
Courthouse-Rooms 1301/1302, Eau Claire WI 54703

Members Present: Tom Christopherson, Ruth Adix, Katherine Schneider, Carl Anton, Sue Miller, Sandra McKinney, Audrey Nelson, Kimberly Cronk, Jason Endres, David Mortimer, Mary Pierce

Others Present: Lynn Fraser, Judy Blackstone, Carol Allen, Andrea Gapko, Becky Hinzmann, Jennifer Speckien, Emily Gilbertson, Marlene Rud

Chair Schneider called the meeting to order at 12 Noon.

Introductions of ADRC Board, staff and others in attendance.

Public Comment.

Carol Allen, Strong Bones Program participant has benefited from the program and would not want the program to restrict participation to new members only.

Andrea Gapko, Strong Bones Program participant and her husband, have benefited from the program and encouraged the ADRC to waive a program fee to repeat participants if they are not able to afford the fee.

Judy Blackstone, Strong Bones Program participant would pay a program fee, but encourage ADRC to not limit program to new participants only. She also submitted a letter of support from other Strong Bones Program participants, to allow repeat program participants and if needed, implement a fee in order to continue the program.

Ruth Adix - attended informational session on Medicaid programs proposed for elimination. Encouraged ADRC Board to contact legislators, senators and governor.

Lynn Fraser-owner of Lynn's Chatterbox, congregate meal proposal based on cost/food quality. Discussed background and mission of the Café and service to community members.

ADRC Board meeting minutes – May 11, 2017. Motion by Mary Pierce, second by Jason Endres to approved. Motion carried.

Chair/Vice Chair Report –

Sue Miller, Vice Chair – no county board update at this time. Katherine Schneider, Chair – needs reasonable accommodations; introduction of everyone at ADRC Board meetings and all meeting documents sent to her electronically before the meeting.

Hour increase for meal site worker. Jennifer Speckien reviewed background of position and the request for additional 3 hours per bi weekly. In addition to meal site worker duties, the position will take over management of the evening meal 2 times per month. Motion by Sue Miller, second by Mary Pierce to approve meal site worker hour increase. Motion carried.

Job title change & wage adjustment. Jennifer Speckien explained history of the Volunteer Coordinator position and the job analysis and evaluation of significant changes in the position. Recommendation to change job title of Volunteer Coordinator to Outreach Coordinator with a paygrade adjustment. Motion by Mary Pierce, second by Sue Miller to approve. Motion carried.

2018 Strong Bones Classes. Jennifer Speckien reviewed handout on the Strong Bones fee implementation for 2018. The ADRC Board recommended Option #1 implement a \$20 registration fee for repeat class participants, no fee for first time participants, with change to last sentence, delete “etc.” and add “and other needs as allotted by the ADRC Director”. Motion by Jason Endres, second by David Mortimer. Motion carried.

85.21 survey result summary. Emily Gilbertson, reviewed handout of survey results. Results will be shared with City of Eau Claire, Abby Vans and published in the ADRC July newsletter. Abby Vans and City of Eau Claire will be invited to a future ADRC Board meeting to discuss how paratransit complaints are addressed. Jason Endres acknowledged that Abby Vans does an excellent job and follows contract.

Results of 2018 Nutrition Program proposals. Katherine Schneider reviewed options. The proposed resolution requests Living Wage Ordinance waiver for 1 year. At present without Living Wage Ordinance waiver, \$144,983 additional funds will be needed for the Senior Nutrition Program in 2018, and additional increased funding for 2019. The Board discussed the proposed resolution at length. Sue Miller recommended flipping resolution Line 21 and 25. Mary Pierce left meeting at 1:30 pm. Jennifer Speckien read the reworded proposed resolution. David Mortimer proposed update resolution and asked for ADRC Board vote, second by Kimberly Cronk. Vote to accepted update resolution; yea – 3, nay – 7. Proposed updated resolution is not supported.

No long term care updates.

Director’s Report. Jennifer Speckien reviewed legislative updates; funds approved for Dementia Care Specialist program, elimination of SHIP program funding in the proposed Federal budget. ADRC work space issues and several upcoming events.

Future agenda items – July 13, 2017, Noon. Program priorities, Disability Rights WI presentation or ARC presentation at a future meeting, ADRC Sub Committee updates.

Motion by Jason Endres, second by Ruth Adix to adjourn meeting at 2:10 pm.

Respectfully submitted,

Marlene Rud, Clerk  
Aging & Disability Resource Center Board

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Chairperson

TO FILE NO. 17/18-041

**Background**

The Aging & Disability Resource Center (ADRC) operates the elderly nutrition program for Eau Claire County. These programs are commonly known as Meals on Wheels and the Senior Dining programs. The ADRC serves roughly 78,000 meals per year of which 88% are for homebound seniors on the Meals on Wheels program and 12% are served at locations throughout the County. Without this program, many of Eau Claire County's seniors would not be able to live safely in their own homes.

Historically, the ADRC has used a caterer/contracted vendor for the provision of these prepared meals. Sacred Heart Hospital and Augusta Nursing and Rehabilitation are the vendors with contracts until December 31, 2017.

In partnership with the Purchasing Department the ADRC completed a request for proposal process for 2018 vendor(s). Upon completion of that process the result was one bid which would only provide services for the area currently served by Sacred Heart Hospital. Since the proposal process, that bidder rescinded their proposal leaving no interested vendors for the Eau Claire, Altoona and Fall Creek areas for 2018. Augusta Nursing and Rehabilitation submitted a quote of \$9 per meal in 2018 for the Augusta/Fairchild area which is a 30% cost increase over the current rate.

**Recommended Solution**

The ADRC is recommending to transition all food preparation in house through the operation of a central kitchen located in Fall Creek. Transitioning from a catering model to a central kitchen model will create long-term sustainability for this program, allowing us to control costs as well as quality. Geographically, Fall Creek is the center of Eau Claire County allowing for maximum efficiency and food safety for serving seniors living anywhere within the county. An in-house kitchen model is used in several other counties and tribes throughout Wisconsin and has proven to be one of the most cost effective, efficient, and flexible ways to operate the nutrition program. Those counties include: Florence, Forest, Sawyer, Washburn, Burnett, Barron, St. Croix, Taylor, Oconto, Marinette, Door, Waupaca, Adams, Marquette, Fond du Lac, Racine, Iowa and Lafayette. All 15 tribes in Wisconsin operate their own kitchens as well. Additionally, the ADRC will be able to obtain the majority of the raw food through a partnership with Feed My People at a very affordable rate.

**Location of Kitchen Operation**

The Fall Creek Nursing Home is currently vacant and has offered the ADRC a 3 year lease agreement to use the kitchen, all equipment, dining room, laundry facilities and offices in order to operationalize the model described above. The offer includes an 'all inclusive' fixed rent amount that includes the access and use of the space, all utilities, lawn care, snow removal and all equipment as well as building upkeep. This location and arrangement is ideal for the ADRC as a whole.

**Benefits of the facility**

The dining room will provide space for outreach events, classes, presentations, and special events, a senior dining site, etc. The office space will allow us to relocate the nutrition program team all to this location and also allow us to have satellite office hours to enable our rural resident's easier access to ADRC services, similar to our Augusta satellite office hours. Operationally, the kitchen will require a full-time Kitchen Manager position (1.0 FTE) and two part-time Nutrition Program Cooks (0.73 FTE each).

**ADRC Requests & 2017 Fiscal Impact per Request**

The current contracts terminate on December 31, 2017. In order to successfully operationalize these changes by 2018 the ADRC will need the kitchen staff on board in 2017. The ADRC would also like to start preparing some meals in 2017, slowly working up to the 300+ meals per day served by January 1, 2018. This will allow for a smoother transition for both staff and the homebound seniors that rely on these meals.

Below is a list of the requests needed to set this transition plan in motion:

- 1) Create a full-time Kitchen Manager position to be filled by September 1, 2017. \$20,648

	Salary	FICA	WRS Employer	Health Insurance	Life Insurance	Total
2017 Fiscal Impact						
Kitchen Manager, (Pay Range I) step 1	\$13,616	\$1,042	\$926	\$5,055	\$9	\$20,648

- 2) Create two part-time Nutrition Program Cook positions to be filled by October 15, 2017. \$11,886

	Salary	FICA	WRS Employer	Health Insurance	Life Insurance	Total
2017 Fiscal Impact						
Nutrition Program Cook, (Pay Range E) step 1	\$5,193	\$397	\$353	\$0	\$0	\$5,943

*\*Fiscal impact will only occur in 2017 because of startup and needing to operate both the kitchen model and catering model concurrently. It is anticipated that there will be minimal or no fiscal impact in 2018.*

**Fiscal Impact: There is no levy impact. Fiscal impact of \$32,534 will be funded in part by State and Federal sources (\$12,785) and in part by the nutrition program fund balance (\$19,749). The total available funding in the nutrition program fund balance is \$56,887.**

Respectfully Submitted,



Jennifer Speckien  
ADRC Director



Jamie Gower  
Human Resources Director

Ordinance/17-18.041 Fact

## Innovation Fund Application 2017 Information

As part of the 2016-2018 Strategic Plan, the county board made the following goal:

**Beginning with the 2017 budget, the county board will establish an innovation fund of \$50,000 annually to serve as seed money to support new and creative approaches to provide county services.**

The attached application is for projects which will help the county accomplish the goal for the priority to Innovate and Adapt. All applications that are submitted will be evaluated based on the values stated in the strategic plan:

▪ **Good Stewards of County Resources (10 Points)**

Plan and manage assets to enhance our community resources for the benefit of current and future generations.

▪ **Fiscally Responsible (10 Points)**

Invest in innovative programming while balancing short and long term needs.

▪ **Responsive to Our Citizens (10 Points)**

Listen to the diverse voices in our community. Create programming that aligns with changing needs.

▪ **Open and Accountable (10 Points)**

We will listen and invite community input and access; and communicate all decisions, actions, and outcomes in a clear, respectful, timely, and transparent way.

▪ **Innovative (10 Points)**

Take risks; explore options before deciding on a solution. Value persistence and continually improve the way we do our work.

Applications are accepted throughout the year. Projects will be evaluated and scored by the committee on administration in March, July, and November. All funded projects will be required to provide a written summary report on their projects upon completion.

Amount of funds requested: \$24,000

Will you accept partial funds? yes

## Innovation Fund Application 2017

Name: Jennifer Speckien Department: ADRC Phone #: 715-839-6713

**Name of Project:** Let's Get Cooking!

**What is your Project?** As part of a sustainability initiative for the Meals on Wheels and Congregate Dining programs, the ADRC is moving from a catering model (i.e. meals purchased from a vendor) to a central kitchen model bringing all food preparation "in house". The kitchen will be located in Fall Creek, geographically central in the county. To aid in the success of the kitchen, updated equipment is needed. The funding awarded would be used to purchase 2 double convection/combi ovens, a meat slicer & larger mixer.

**Goal of the project (be specific):** The goal of this project is to create a sustainable senior dining program in Eau Claire County. In order to do that efficiently and effectively, the appropriate equipment must be in place. The ADRC would be able to prepare the 300+ meals per day with the current equipment; however, it will take longer, adding to staffing costs. Having higher capacity equipment will allow us to expand the program to keep up with service demand. This equipment will allow us to make breads, desserts, etc. from scratch which not only increases quality of the food, but more importantly, increases nutritional value.

**What are your measurable outcomes and what tools will you use to measure them?** The ADRC will continue to measure participant satisfaction with the meals, overall meal quality and overall program quality. We do this through several mechanisms including participant surveys to obtain satisfaction information & regularly checking prepared food temperatures to ensure quality and safety. Moving to the central kitchen model, the ADRC also expects to see increased through participant donations as a result of better meal quality. This has been seen in other areas of the State that operate kitchens.

**How does this benefit the county/community?** Moving to the central kitchen model and having the appropriate equipment to keep up with the demand will allow the ADRC to continue to add seniors on to the program when they need it; avoiding the need to create a program waiting list or limit what areas of the county we are able to serve.

**Provide Cost/Benefit analysis:** The ADRC, with assistance from the Purchasing Director, obtained bids for the 2018 interested food vendors/caterers. The result of that process was significantly increased costs per meal with an overall projected budget impact of over \$200,000. There is a projected savings in the nutrition program budget by operating our own central kitchen. That savings would likely increase as a result of having a more efficient operating kitchen as well.

**How does this project align with the county's strategic plan?** This project aligns with all 4 of the county's strategic plan initiatives. There are counties in Wisconsin that operate their own central kitchens but the design of our model is very innovative because of the community collaborations and partnerships. The vacant Fall Creek Nursing Home is leasing the kitchen space, dining room and some office space to the ADRC. Through a partnership with Feed My People, the ADRC is able to obtain the majority of the needed raw food product for meal preparation at an extremely reduced rate, creating sustainability for years to come.

**Please provide a project timeline:**

The target date to begin operating the kitchen is Monday, October 16, 2017 with full implementation by January 1, 2018. We would like to have the new equipment in and ready to use as close to the October 16th date as possible. The lease is proposed to start on September 1 so we would work to obtain the equipment, ideally, between Sept. 1 and mid-October.

**Will you provide any matching funds for the project?** Yes, in that the ADRC will be funding all other start up expenses related to this project through the use of State and Federal funding, as well as some funding from the nutrition program's fund balance. Having the Innovation Fund assist with the cost of replacing the ovens will allow some of the fund balance to remain intact for any additional expenses that arise as a result of overhauling the program. The current fund balance total is \$56,887. The ADRC expects to use approximately \$17,000 for other start up related expenses plus an additional \$31,000 from State and Federal sources. Total matching funds from the ADRC equals approximately \$48,000.

## Meals on Wheels of Eau Claire County- 50 Cars

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*Subaru 50 Cars for 50 Years Vehicle Donation*

### ***ADRC of Eau Claire County***

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Rebecca Hinzmann  
721 Oxford Avenue, Suite 1130  
Eau Claire, WI 54703

adrc@co.eau-claire.wi.us  
O: 715-839-4735

### ***Jennifer Speckien***

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jennifer.speckien@co.eau-claire.wi.us  
O: 7158396713

## Application Form

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### ***BASIC OVERVIEW***

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Subaru of America and Meals on Wheels America have been proud partners for nine years through the Subaru Share the Love Event. During that time, Subaru of America has contributed more than \$12 million to the Meals on Wheels movement—that's the equivalent of more than 1.7 million nutritious meals, friendly visits and safety checks to the seniors you serve in communities nationwide.

And now, Subaru of America is proudly celebrating its 50th anniversary through another act of service—they are donating fifty (50) 2018 Subaru Outbacks to selected Meals on Wheels programs. Whether you have previously participated in the Subaru Share the Love Event or not, this is an incredible opportunity for your program to build capacity, enhance the volunteer experience and ensure that seniors are receiving the daily visit they so deserve.

Information about the 2018 Subaru Outback (MPG, price, cargo, etc.) is not yet available to the public. However, you can learn more about the 2017 Subaru Outback [HERE](#).

All vehicles will be delivered to Member's nearest Subaru retailer or Regional Zone Office no later than January 1, 2018, with donation roll-out beginning in September 2017. Vehicle will arrive wrapped with Meals on Wheels America and Subaru Loves to Help co-branding. Wrap designs and any re-wrap designs will be provided by Subaru of America.

Subaru of America is interested in providing vehicles to a broad range of Meals on Wheels America Member programs in terms of geography, size and level of experience participating in Subaru events. As a result, Meals on Wheels America will seek to award vehicles to programs from a mix of rural, suburban and urban areas; small, medium, and large programs; and programs both with and without existing relationships with a Subaru retailer.

Per Subaru's restrictions, no more than three (3) Member programs within a single state may receive a donated vehicle.

#### **Confidentiality Disclaimer**

Please do **NOT** share any information about the Subaru of America's 50 Cars for 50 Years Vehicle Donation Program until given explicit permission from Meals on Wheels America. This includes the media, organization stakeholders (e.g. clients, volunteers, supporters), external contacts and/or your local Subaru retailer. The program will be announced publicly later this summer, after the application and selection process are complete. Any advance disclosure of information about Subaru 50 Cars for 50 Years will disqualify a Member from consideration.

Applications must be submitted no later than 5:00 p.m. ET, Tuesday, July 11, 2017.

Announcements to all applicants will be made on, or around, July 28, 2017 (date subject to change).

If you have any questions, please reach out to Eric Hardman, Grants Program Administrator, at (571) 339-1605 or [grants@mealsonwheelsamerica.org](mailto:grants@mealsonwheelsamerica.org).

#### **Project Name\***

(e.g. "Organization Name - 50 Cars")

Meals on Wheels of Eau Claire County- 50 Cars

### ***ELIGIBILITY REQUIREMENTS***

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Eligibility Requirements to Apply:

- Program must be a dues-paying Meals on Wheels America Member in good standing at the time they submit their application.
- Per Subaru of America's geographical restrictions in association with this gift, Members in the state of Hawaii and outside of the United States are not eligible to apply.
- Members must determine whether there are any legal or regulatory prohibitions that would prevent their organization from receiving a vehicle.

#### **Eligibility Requirements to Receive a Vehicle:**

Subaru of America is interested in providing vehicles to a broad range of Meals on Wheels America Member programs in terms of geography, size and level of experience participating in Subaru events, like Share the Love. As a result, Meals on Wheels America will seek to award vehicles to programs from a mix of rural, suburban and urban areas; small, medium, and large programs; and programs both with and without existing relationships with a Subaru retailer. Per Subaru of America's restrictions, no more than three (3) Member programs within a single state may receive a donated vehicle.

- Program must be a dues-paying Meals on Wheels America Member in good standing at the time of receipt of the vehicle, and must maintain their membership for three (3) consecutive years following receipt of the vehicle. Recipients will have the option to pay for three (3) years of Membership in advance, locking in the current annual rate.
- Member must be able to pick up vehicle at either their closest Subaru retailer or Regional Zone Office.
- Member must publicly display the Meals on Wheels America Member badge with the current year on their website, or have adopted the brand.
- Member must provide service area zip codes to Meals on Wheels America.
- Member shall be responsible for all registration and titling fees and costs, sales taxes (if applicable) and the placement of insurance on the vehicle.

#### **Terms and Conditions\***

Upon receipt of the vehicle, the Member must agree to the following Terms and Conditions.

I have authority to act on behalf of the applicant, and hereby agree to these terms and conditions.

## ***VEHICLE MAINTENANCE REQUIREMENTS***

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Upon receipt of the vehicle, Member agrees:

- Vehicle must be used primarily for delivery of meals to Meals on Wheels clients by program staff and/or volunteers.
- Member shall be responsible for the payment of all taxes, registration, and associated delivery and licensing fees.
- Member shall comply with all vehicle registration and insurance laws and regulations in accordance with state requirements.
- Member is responsible for regular maintenance of the vehicle (gas, oil, tire pressure, etc.). Service and repair at an authorized Subaru retailer is strongly encouraged.
- Any repairs necessary due to damage or excessive wear and tear are the responsibility of the Member.
- Vehicles will be delivered by Subaru of America wrapped with the Meals on Wheels America logo and the Subaru Loves to Help brand. Member is responsible for maintaining the wrap. Should the wrap be damaged or become worn, Member shall notify Meals on Wheels America. Subaru of America and Meals

on Wheels America, at their discretion, retain the right to require that Member's vehicle be re-wrapped or unwrapped.

## ***REPORTING AND STORYTELLING REQUIREMENTS***

Upon acceptance of receipt of vehicle, Member agrees that it will:

- **Attend the 2017 Meals on Wheels Annual Conference and Expo** and participate in a Subaru Storytelling Ideation Session, to be jointly facilitated by Subaru of America and Meals on Wheels America. Please note that no funding for Conference participation will be provided by Meals on Wheels America or Subaru of America, and the responsibility to send a representative to the Annual Conference is solely on the recipient. Member must register and pay for the Annual Conference and Expo. Member will be eligible to receive the early-bird registration rate of \$475.00.
- Provide their logo and a minimum of twelve (12) stories, with accompanying photos and/or videos from program leadership, volunteers, and/or seniors (a minimum of one story required from each audience) sharing the impact of the donated vehicle. Members are required to submit a minimum of one (1) story per quarter (approximately every three (3) months, for three (3) years after donation receipt). Content and visual assets will be submitted via [Subaru.com/lovepromise](http://Subaru.com/lovepromise). (Please note - stories can be in a variety of forms, including a short blurb from the program, along with specific quotes and photos from individuals. More details on story requirements can be found in the Meals on Wheels America Online Grants Management System.)

Additional stories submitted each quarter, or after the three (3) year period, are welcome and encouraged.

- Provide detailed reporting on estimated quantified impact of donated vehicle (e.g., meals delivered, seniors served, volunteers recruited, etc.). Data will be submitted in the initial Application and in twelve (12) Quarterly Reports, to be submitted approximately every three (3) months, for the next three (3) years following receipt of the vehicle. The Quarterly Reports must be submitted through Meals on Wheels America's Online Grants Management System.
- Within three (3) months of receipt of the vehicle, promote the impact of the donated vehicle through their communications channels—including, but not limited to:
  - Submitting one (1) Press Release to a minimum of three (3) local media outlets
  - Submitting one (1) Media Alert about the local Vehicle Donation Event to three (3) local news outlets. Event details and guidance to be provided to vehicle recipients at a later date.
  - Hosting volunteer opportunities for Subaru retailer, if available
- Post on Social Media across Facebook, Twitter and Instagram, depending on which accounts Member owns, approximately every three (3) months, for the next three (3) years:
  - Minimum of twelve (12) Facebook posts (if organization has account)
  - Minimum of twelve (12) Tweets (if organization has account)
  - Minimum of twelve (12) Instagram posts (if organization has account)

Additional posts submitted each quarter, or after the three (3) year period, are welcome and encouraged.

## ***GRADING CRITERIA***

Subaru of America is interested in providing vehicles to a variety of different types of Meals on Wheels programs in terms of geography, size and past experience with Subaru. As a result, Meals on Wheels America will seek to award

vehicles to programs from a mix of rural, suburban and urban areas; programs with small, medium, and large senior nutrition budgets; and programs both with and without existing relationships with a Subaru retailer.

In addition, applications will be scored based on the following criteria:

- Demonstrated need for a donated vehicle and opportunity for use (be descriptive, compelling and creative in your narrative.)
- Ability and willingness to share compelling impact stories with local community.
- Ability to partner with Subaru retailer, regardless of whether or not relationship currently exists. (Please note that an inability to partner with a Subaru retailer is not a disqualifier.)

**Please Note:** Incomplete answers may be a reason for disqualification of your application. Meals on Wheels America will make the final decisions as to the selection of those eligible Members that will be awarded vehicles. All selection decisions of Meals on Wheels America are final and are not appealable. Other terms and conditions may apply. Void where prohibited.

## ***APPLICATION QUESTIONS***

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### **Geographical Location\***

My program is predominantly:

Rural  
Suburban

### **Senior Nutrition Budget Size\***

My program's senior nutrition budget size is:

Between \$500,000 and \$1,999,999

### **Meal Delivery\***

Who delivers meals at your program?

Both

### **Delivery Mileage - Total\***

What is the total mileage, per month, of all of your delivery routes combined?

8124

### **Delivery Mileage - Average\***

What is the average mileage, per month, that a single volunteer/staff drives?

369

### **Vehicle Fleet\***

Does your program currently have a fleet of vehicles?

No

If you answered "Yes," how many?

**Closest Subaru Retailer\***

Approximately how many miles is the closest Subaru retailer to your administrative office?

(Click [HERE](#) to find your local Subaru retailer)

5

**Subaru Retailer Relationship\***

Do you currently have a relationship with a local Subaru retailer?

No

If you answered "Yes," please identify the Subaru retailer.

If you answered "No," please provide a brief explanation.

We have not been successful in our attempts to partner with our local Subaru dealer. This would be a great opportunity to foster that relationship.

**How might a donated vehicle support your program?\***

Be descriptive and compelling in your narrative, as if you were telling a story to a local reporter.

*See Grant Application Example here.*

A new Subaru Outback would have a tremendous impact on the Meals on Wheels program in Eau Claire County. Operationally, the program will be moving from a catering model to a central kitchen model. Through the catering model, we obtain our prepared meals through a vendor. With the central kitchen model, we will be preparing all of our meals 'in house' and from scratch. With this transition, we will be able to serve more seniors in our community in addition to increasing the quality of meals served. We will be partnering with Feed My People, a local food bank, to help offset some of the raw product expense while still providing a high quality, nutrient dense meal to our participants. We are hoping to start the transition in October of this year and be fully transitioned by January 1, 2018. Our kitchen will be geographically located in the center of our County. We will need to get the food from the kitchen to the volunteer pick up locations. This Subaru would be used to transport as much as 300 home delivered meals every day.

The transition to a central kitchen model is saving our program from starting a waiting list for meals. We were faced with potentially needing to take 100 individuals off of the program if we didn't overhaul our operations. The successful transition from the caterer to the kitchen is essential for the seniors in our community. Not only will it allow us to continue to serve our current participants; we will be able to increase our capacity and quality of meals served. It truly is a win-win. Getting the food to our volunteers, to get to the participants is essential to the success of this transition.

**Number of Meals - Actual\***

How many meals does your program deliver, on average, per month?

5750

**Number of Meals - Estimated\***

How many additional meals (estimated) could your program deliver, on average, per month with the addition of a donated vehicle?

550

**Number of Seniors Served - Actual\***

How many seniors does your program serve, on average, per month?

300

**Number of Seniors Served - Estimated\***

How many additional seniors (estimated) could your program serve, on average, per month with the addition of a donated vehicle?

25

**Impact Stories\***

What communications channels can you share these impact stories through? Examples could include: social media, email, web, community events and gatherings, local media, engaging champion, etc. Please be creative and specific.

*See Grant Application Example here.*

The Aging & Disability Resource Center of Eau Claire County (ADRC) would be extremely pleased to share Subaru's generosity towards our Meals on Wheels program with the community. Upon notification that we have been awarded one of the 50 Subaru Outbacks, we will send out a press release to the multiple media outlets in our community. Our agency has a positive working relationship with local media. Eau Claire is also the regional 'hub' for the majority of the major media outlets for all of west-central Wisconsin. The coverage and stories that are shared with reach far beyond the borders of Eau Claire County.

The ADRC would also share information and stories regarding the impact of having the vehicle on our social media sites and website. Our agency is on Facebook and YouTube and our website is [www.eauclaireadrc.org](http://www.eauclaireadrc.org).

Our agency's monthly print newsletter has a circulation of approximately 3,000. We include a lot of information in the newsletter regarding the Meals on Wheels program. Sharing the success that Subaru has provided to the program would be included on a regular basis as well.

Our main annual fundraising event for Meals on Wheels is called 'Shootin' Down Senior Hunger' and is a trap shoot fundraiser. If awarded, we would love to have our local Subaru dealer become a part of that event in some way. We could have the vehicle at the event for individuals to see and would share stories of how Meals on Wheels makes a difference in the lives of our participants.

This is in no way an all inclusive list of opportunities that we will have to share Subaru's generosity with our community. We hope that this allows us to foster a closer relationship with our local Subaru dealer to continue to have an even greater impact on our community.

**Commitment\***

Is your program willing to commit to all of the requirements above, in addition to sharing compelling stories from your leadership, volunteers and clients?

Yes



## 2018 Program Priorities

### **Program Definitions**

**Information & Counseling:** This is the core service of the ADRC. This program area encompasses information & assistance, options counseling and elder and disability benefit counseling. This is the largest program area for the ADRC and is funded by a multitude of State and Federal sources.

**Nutrition:** This program area includes the congregate Senior Dining Program, Ensure Liquid Supplement distribution and Meals on Wheels. The primary funding sources for this program area are the federal Older Americans Act, participant contributions/donations and revenue from liquid supplement sales.

**Prevention & Health Promotion:** All evidenced-based health promotion and prevention programs are included in this program area. This also includes high risk screening done for nutrition program participants as well as memory screening conducted as part of the Dementia Care Specialist program. The adaptive equipment loan program and short term respite services are also included in this program area. Levy, State and Federal funding sources make up this program area.

**Transportation:** Specialized transportation for older adults and adults with disabilities funded through the Department of Transportation 85.21 grant. Required local match of 20%.

**Outreach & Public Information:** The ADRC is contractually required to engage in marketing and outreach efforts to raise awareness of the ADRC's services. This program area includes all marketing and outreach efforts, including: website management, social media management, community presentations, community event participation, newsletter distribution, brochure and other print material distribution, etc. and is funded by a multitude of State and Federal sources.

**Public Long-Term Care Programs:** The ADRC is the only entity that can enroll individuals into the public long-term care programs known as Family Care and IRIS. In order for an enrollment to occur, two eligibility criteria must be met which are functional and financial. The ADRC determines functional eligibility for the program and works in collaboration with Economic Support to determine financial eligibility for the program, in other words, Medicaid eligibility. This is contractually required and funded by the State ADRC grant.

	2016	2017	2018 ADRC Director Recommendation
1	Information & Counseling	Information & Counseling	Information & Counseling
2	Elderly Nutrition	Nutrition	Nutrition
3	Evidenced Based and Other Prevention Programs & Supportive Services	Prevention & Health Promotion	Prevention & Health Promotion
4	Specialized Transportation	Transportation	Transportation
5	Outreach & Public Education	Outreach & Public Education	Outreach & Public Education
6	Eligibility Determination	Public Long-Term Care Programs	Public Long-Term Care Programs