

Director's Report

September 2026

Programming Update:

Meals served August 1- August 31, 2026: 1,074

Breakfast: 43; Lunch: 1,031

January 1, 2026 – June 30, 2026: 7,148

Breakfast: 322; Lunch: 6,826

Volunteer Hours: August 1 – August 31, 2026

- Volunteer Driving: 107.5
- SHIP: 0
- Servers: 117
- World Horizon: 0
- Programming Volunteers: 0
- Kitchen Volunteer: 18

Social: August 1 – August 31, 2026

- Exercise Participants: 197
- Social: 345
- Art & Culture: 12
- Health: 25

Programming Update:

- OCCOA had a booth at the Oceana County Fair from August 25th-29th. Board members, volunteers and staff were at the booth while the building was open each day. Each day there was great interest in what OCCOA does and what is being offered to the senior population of Oceana County. OCCOA also celebrated the fair each day at the Center and OFH, Fair themed food each meal provided by the kitchen staff as well as sweet treat like cotton candy, caramel corn and apple wedges dipped in caramel sauce.
- The OCCOA garden has been going strong, is starting to show signs that summer is coming to an end. If you have not been out to see it, please take the time to stop by. Fresh produce is being brought in every day, and the guests are truly enjoying fresh vegetables to take home. The OCCOA garden helps to bridge the gap and allows guests access to more fresh vegetables.
- The Biltmore bus trip will be taking place this October. Three new trips are on the schedule for 2027, and travelers have already started signing up. Mary will be hosting the itinerary meeting for the Biltmore trip in September

Director's Report September 2026 Senior Care Services Update:

Our Friends House (Adult Day Services)

August 2026 OFH Totals

- **Client Hours:** 269.75
- **Meals Served:** 56
- **OCCOA Rides (OFH Clients):** 62

Activities and Program Highlights

Our Friends wait all year to enjoy the Oceana County Fair—and what a day it was! We had such a wonderful time loving on all the animals, soaking up the beautiful sunshine, enjoying delicious fair food (including deep-fried Oreos!), and, most importantly, spending time with our amazing friends.

Our Friends continue to soak up the sunshine and are thrilled to welcome new Friends to OFH! We have also been blessed with a new pianist. The Programming Team was able to find a wonderful keyboard for her to enjoy, and our Friends are already loving her beautiful music and singing along.

OFH has had an amazing summer filled with sunshine, laughter, music, friendship, and wonderful memories. We are looking forward to welcoming fall and all that this beautiful season brings!



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Community Living Support

August 2026 CLS Totals

- **Client Hours:** 407.75

Community Living Support (CLS) continues to provide amazing in-home services to seniors throughout all corners of Oceana County. We are proud to offer a much-needed service that supports both seniors and their families, helping individuals remain comfortable, connected, and independent in their own homes.

Our CLS program provides full wraparound support, with services ranging from respite and companionship to homemaking and personal care. These services are especially valuable to many of our most vulnerable homebound clients, providing meaningful support where it is needed most.

Senior Care Services receives calls about this program daily, and the need within our community of Oceana County continues to be great. We are grateful that, at this time, all interested clients and families are receiving services and we do not currently have a waitlist.

Interest in CLS services remains steady, and we are thankful for the opportunity to continue supporting seniors and families throughout Oceana County!

Bathing Program

The Bathing Program has experienced a significant increase in the number of spas provided each month, reflecting the growing need for this valuable service within our community. The program is now approaching full capacity as more seniors and families rely on this important resource for safe, respectful, and consistent personal care.

Administration continues to closely monitor and review the program to ensure we are maintaining high-quality services while maximizing our ability to serve those in need. As demand continues to grow, we remain committed to evaluating program capacity, service delivery, and available resources to ensure the Bathing Program continues to meet the needs of our community as effectively as possible.

We are grateful for the continued trust of our clients and families and are proud to provide this much-needed service to seniors in our community.

Spa appointments in August 2026: 30

SHIP Medicare Counseling

The SHIP Medicare team is actively preparing for the upcoming Medicare Open Enrollment period, which begins October 15. Senior Care Services will begin scheduling appointments in September in preparation for the increased demand during this busy season.

We look forward to assisting seniors throughout Oceana County as they review their Medicare coverage and make informed decisions about their healthcare needs. Our SHIP counselor will be managing both appointments scheduled directly through Senior Care Services and referrals received

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from the SHIP Center in Muskegon, making this an especially busy and important time for our program.

We are also committed to ensuring that seniors who are truly homebound have access to the assistance they need. Our SHIP team will work directly with individuals and their families to provide Medicare and Medicaid assistance by phone or through in-home appointments when appropriate.

Our team remains dedicated to providing accurate, timely, and individualized assistance throughout the enrollment period. We are looking forward to supporting seniors and their families across Oceana County during this important time.

Transportation Update:

	AUGUST 2025	AUGUST 2026	YTD 2025	YTD 2026	YTD INCREASE
BUS MILES	8,394	8,709	62,264	67,934	5,670
NON-SENIOR TRIPS	25	28	122	171	49
SENIOR TRIPS	199	184	1,719	1,946	227
NON-SENIOR DISABLED TRIPS	194	186	1,569	1,641	72
SENIOR DISABLED TRIPS	445	308	3,436	2,809	-627
TOTAL TRIPS	863	706	6,846	6,567	-279
PARATRANSIT MILES	568	654	4,970	6,405	1,435
TOTAL ASSIGNMENTS	6	9	52	69	17
VOLUNTEER MILES	3,106	3,374	33,853	19,133	-14,720
TOTAL TRIPS	74	75	828	482	-346

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Professional Development:

I recently attended the MDOT Rural Task Force (RTF) training. The RTF allocates federal Surface Transportation Block Grant (STP-Rural) funds to non-urbanized counties.

While federal grants normally require a local community match, **our 20% match is 100% covered by MDOT OPT** (Office of Passenger Transportation) using state funds. For our non-profit, this means:

- Capital projects come at **zero out-of-pocket costs** to our budget.
- **Our local senior millage dollars remain 100% protected** for daily rides, driver wages, fuel, and direct senior services rather than being drained by expensive capital purchases.

How the RTF Works

- **Equal Voting Power:** OCCOA holds an equal vote on the task force alongside the County Road Commission/DPW and local cities and villages (under 5,000 population).
- **Guaranteed County Allocation:** Funds are distributed directly to our county by state formula, meaning we are not competing against big-city transit authorities.
- **Eligible Uses:** Funding covers a wide range of **capital investments**—not just vehicles and buildings, but also:
 - Maintenance tools and garage equipment (hoists, compressors, pressure washers, diagnostic tools).
 - Dispatch hardware, office technology, computer systems, and administrative copiers.
 - Communications gear (two-way radios, repeaters, phone setups).
 - Security systems and cameras (facility and on vehicle).
 - Support and administrative vehicles.

(Note: Day-to-day operating expenses are not eligible.)

Potential Spring Bid Savings

If county road and bridge projects produce bid savings by **April of each year**, those surplus funds can be reprogrammed to OCCOA. While bid savings are not guaranteed maintaining an active list of illustrated items positions us to absorb unexpected leftover funds so the county does not lose them to state redistribution.

Next Steps

This fall, I am meeting with the **Oceana County DPW** and municipal partners to program our multi-year capital projects for the upcoming STP cycle:

- Get our project written into the local county multi-year plan.
- Keep a priority list on hand just in case road projects finish under budget in the spring and free up extra dollars.
- Remind our community that these capital projects don't cost taxpayers an extra cent, since state funding covers our match completely and protects our local senior millage dollars for daily service.

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July 2026 Community Outreach & Development Update:

OCCOA was awarded both Senior Resources grants: \$9,250 for DYNAMIC and Volunteer Transportation, and \$10,000 for the Stay Active and Independent for Life (SAIL) exercise class. An additional \$2,000 was also awarded to support two Dementia Friendly workshops.

A new partnership with BetterAge includes participation in a research study consisting of three surveys. Participants receive a gift card incentive from Better Age for completing each survey, totaling up to \$100 in gift cards per person. Partner organizations also receive a stipend for their recruitment efforts and additional incentives if they meet or exceed their sign-up goals. OCCOA is currently leading the state of Michigan in sign-ups and has surpassed its recruitment goal by more than 50%. This study will help determine the best ways to engage adults age 60 and older through digital resources.

Since before the 2024 millage renewal, staff have regularly attended township board meetings to share information about OCCOA and the services OCCOA provides. While these meetings have been helpful in increasing awareness, OCCOA believes inviting township board members to visit the Center will provide an even better opportunity to showcase OCCOA programs and services and give them a firsthand look at the work OCCOA does. With that goal in mind, Township Supervisors and their Boards have been invited to lunch for the months of September and October.

OCCOA also had a visit from service partner Disability Network of West Michigan. OCCOA staff contacted them to provide an accessibility assessment for the Community Garden. This assessment was free and provided in detail the improvements that need to be made to make the garden fully inclusive and accessible. Disability Network also provided a letter of support for the Administration for Community Living's Challenge Prize Grant. If awarded, the grant will provide funds to make significant accessibility upgrades to the garden. Jennifer Payne, 4-H Coordinator for Oceana 4-H also provided a letter of support.

Thank you to everyone who joined OCCOA at the fair in August! OCCOA staff and volunteers spoke with more than 200 people about the many programs and services OCCOA offers and look forward to having a booth in 2027.

Community Outreach & Engagement

Outreach Activities

Date	Event/Activity	Audience	Attendance/Reach
8/17/26	Hesperia Social Group	60+	6
8/24-8/29/26	Oceana County Fair	All Ages	210
8/31/26	Hesperia Social Group	60+	7
8/31/26	September Newsletter	60+	17 (emails)

Grants/Funding Opportunities

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- Grants submitted: Senior Resources Health & Wellness Grant, ACL Accessibility Improvement Grant
- Grants awarded: Senior Resources Health & Wellness Grant, Senior Resources Dynamic and Volunteer Transportation Grant
- In process: Trinity Health Respite Care, Great Lakes Energy, TBD
- End of Year giving campaign planning continues

Press Releases/Marketing

- September Newsletter Email Blast (8/31/26)

Social Media

- Facebook—Oceana County Council on Aging
- Instagram—Oceana County Council on Aging

Monthly Metrics

Platform	Posts	Views	Engagement	Followers Gained
Facebook	40	78.7K (Up 27%)	1.9k (Up 48.8%)	47 (Up 42.4%)
Instagram	26	24.3k (38.4%)	70 (Up 366.7%)	0 new followers

- Social media posts: 66
- Total viewers: 14.1k (up 16.1%)
- Total engagement: 1.3k
- Total Facebook Followers: 1.9k

Top Performing Content

1. Senior Resources Letter to the Editor 14k views & 6k reach
2. It's Meatloaf Day! 5k views & 5k reach
3. Garden Spotlight 3k views & 5k reach

Website Management

The front page of the OCCOA website was updated to include partner and sponsor logos as well as videos done in collaboration with MSU Extension for their community champions, featuring our social media star: Bradley!

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- Hosted Michigan Dyslexia Institute during their multi-week training sessions
- Met with Kim Halladay, Community Advocate from Mason County to discuss OCCOA operations (see attached letter). Previously, Mr. Halladay met with me and former Director, Kathleen Premer, to discuss OCCOA's business model.
- Stephanie attended Safe Seniors Coalition meeting at Senior Resources on September 11.
- Stephanie and Gwen met with Consumer Energy Community Affairs Manager, Rich Houtteman to discuss ways OCCOA and Consumers Energy can work together.
- Stephanie is doing a health insurance benefit review
- Security cameras are updated and operational at both the main center and OFH. This helps ensure safety and security for clients, visitors and staff.
- The NEPA review has been turned in for the potential bus garage property
- Ryan and Stephanie met with GFS and HPS to do a midyear review on dry goods, cleaning supplies, etc. that are purchased.
- OCCOA received an additional \$61,832 from the Michigan Department of Transportation (MDOT) for FY 2026. The award was announced on September 8th. These funds are unrestricted and can be utilized for capital expenditures for all programs, not just Transportation.
- The OCCOA Employee Handbook has been reviewed by the OCCOA attorney and will be ready for Board review in the next week.
- Stephanie met with Veterans Services VSO to discuss additional partnership opportunities. OCCOA is grateful for its relationship with area agencies and the coordination of services a multi-agency approach can offer Oceana County seniors.