

HEALTH CARE ADVISORY BOARD

Meeting Summary
September 12, 2016

MEMBERS PRESENT

Marlene Blum, Chairman
Bill Finerfrock, Vice Chairman
Rose Chu, Vice Chairman
Ann Zuvekas
Tim Yarboro, MD
Rosanne Rodillo
Dr. Michael Trahos, DO
Francine Jupiter
Deborah Leser
Ellyn Crawford

STAFF

Sherryn Craig

MEMBERS NOT PRESENT

Dave West

GUESTS

Regina Coyle, Department of Planning and Zoning
Dr. Gloria Addo-Ayensu, Health Department
Rosalyn Foroobar, Health Department
Jennifer Siciliano, Inova Health System
Dominic Bonaiuto, Inova Health System

Call to Order

The meeting was called to order by Marlene Blum at 7:37 pm.

June 13, 2016 Meeting Summary

The meeting summary from June 13, 2016 was approved as submitted.

Housekeeping

Dominic Bonaiuto is the new Director of Advocacy and Community Outreach for Inova Health System. Prior to joining Inova, Mr. Bonaiuto served as Chairman Gerald Connolly's Chief of Staff and most recently his Legislative Director in the U.S. Congress.

A proclamation honoring Dave West's 40 years of services to the HCAB has been moved from Tuesday, September 20 to Tuesday, October 18.

Marlene Blum attended the groundbreaking for the new Lewinsville campus, which will provide affordable independent living, adult day health care, a senior center, and a state of the art child care center. Completion is expected fall 2018.

Older Adult Housing Update

Regina Coyle, Assistant Director, Department of Planning and Zoning, briefed the HCAB on the 50+ Community Action Plan and initiatives to increase development and promote innovation in senior housing. The 50+ Committee is chaired by Supervisor Herrity. Working with the Fairfax Area Commission on Aging, staff gathered input from over 800 people via forums and public comment periods. The Action Plan includes 31 initiatives (housing, transportation, services, safety, health and long range planning). The Board of Supervisors (BOS) adopted the 50+ Community Action Plan in September 2014, and the First Annual Progress Report was issued in June 2016. Both the Action Plan and the Progress Report are available online.

The Community Action Plan is a comprehensive plan, and Jacquie Woodruff is the staff person most familiar with the document. DPZ is focused on two initiatives – the land development process's impact on the development and affordability of senior housing. The Action Plan identifies the need to incentivize older adult housing opportunities in mixed use areas (e.g., Tyson's and Merrifield). Neighborhood-based adult housing opportunities are in demand among seniors and millennials. Many people are looking for multifamily housing located in a suburban environment that allows family members to maintain ties to the community and their network of support while remaining in their homes and avoiding more expensive institutional care. People also want to live in accessible, vibrant communities that encourage walking and integrate retail.

DPZ is reviewing land use regulations to ensure these opportunities are allowed. To encourage choice, neighborhood-based housing opportunities need to encompass several types: independent, assisted, and congregant.

On September 17, 2015, DPZ conducted an industry forum. Staff conducted outreach to the development community. Overall, representatives felt communities should be developed to allow aging in place, mitigating the need for older adults to leave the area as their health declines.

Additionally, stakeholders felt the County's website is uninformative. Ms. Coyle also noted that DPZ could work with the HCAB to improve its webpage. According to industry stakeholders, applicants are not informed about the special exception and the

HCAB's process, including their review criteria, meeting dates and times. Ms. Coyle stated that not every provider is local to Fairfax and many are not familiar with the HCAB's composition and how to get on the agenda. There should be more advertisement on the HCAB's webpage in order to steer people to a basic level of understanding. While enhancements to the HCAB's webpage are possible, it was pointed out that DPZ's website is initial portal for applicants to learn about the County's zoning laws and process. Ms. Coyle acknowledged that DPZ's website could be improved.

Ms. Blum pointed out that over the last few years, HCAB representatives and Health Department staff have met with new applicants to orient them to the HCAB's review process and answer any questions they may have. Ms. Blum shared that contact is often initiated by the HCAB, and while many applicants have accepted the invitation, there are some that have not. Health Department staff also coordinate with DPZ staff. Moreover, the overwhelming majority of applicants retain local legal counsel who are presumably familiar with the County's zoning laws and processes. Ms. Coyle responded that there has been considerable turnover among DPZ staff, and many are not aware of the HCAB and its role. Local law firms specializing in land use are also experiencing turnover. Counsel is younger and unaware of the HCAB and County process.

Ms. Coyle shared that DPZ is in the process of mapping the County's adult housing options by year. Staff can drill down on certain types of applications or geographic areas, ensuring that opportunities for adult housing extend across the County, including mixed use areas.

In early 2016, DPZ engaged land use attorneys and in April 2016, staff reached out to housing providers. A lot of feedback was received. Staff presented this information to the Commission on Aging. According to Ms. Coyle, stakeholders identified the need to update adult housing terminology, including "medical care facilities."

It was stated that stakeholders found the term "medical care facility" confusing as consumers interpret it as institutional care and connote the use of helicopters, ambulances, and sirens. The public's association of institutions with medical care facilities contributes to neighborhood opposition toward applicants/developers, and developers must spend resources to re-educate the public. To respond to these concerns, DPZ is conducting jurisdictional research to see how other counties and cities define adult housing that may include alternative definitions to "medical care facility."

HCAB members felt these characterizations were not consistent with its experience. It was also noted that Fairfax residents are well educated and understand the differences between acute care hospitals and assisted living facilities.

According to Ms. Coyle, stakeholder feedback also demonstrated the need to review parking regulations and the County's minimum acreage requirements for development. Assisted Living Facilities require a minimum acreage of 5 acres, which is not conducive to urban areas, especially Tyson's and Merrifield.

A question was asked regarding adult housing trends. HCAB members noted that assisted living can go beyond assistance with moderate ADLs (activities of daily living). The HCAB is reviewing more applications for memory care, which involves intensive nursing care. Not all adult housing providers are equal, especially among memory care facilities. Ms. Coyle said she was aware of the increasing need for memory care as well as hybrid care models, which underscores the need for an environmental scan to see how other jurisdictions group and/or classify these facilities.

A question was asked about the HCAB's recommendation that 4% of assisted living (AL) units be allocated to low income residents. Ms. Coyle said that this issue did not come up until prompted. A staff member that was familiar with the HCAB's process asked about the development condition's potential to deter development, but interviewees did not consider the 4% recommendation as a barrier.

Ms. Coyle shared that DPZ's review of applications by care level is problematic. Independent living (IL) considers affordable dwelling units. AL does not. If providers try to adjust their bed mix to respond to changes in market demand (more IL and fewer AL, or vice versa), they cannot make these changes without going back through the zoning review and approval process. Considering an administrative process for affordable dwelling units may be required. Likewise, no exterior changes can be made to a building without the submission of new building plans. The zoning process also treats parking uses for IL and AL differently. Ms. Coyle said that the ordinance needs to be more flexible with changes in size or scale.

Other areas that were identified during the development community forum, but were not discussed at the HCAB meeting, include:

- Review Composition, Timing and Scope of Health Care Advisory Board Involvement
- The Elimination of Unnecessary Paperwork

The HCAB encouraged Ms. Coyle to outreach to older adults and their middle aged kids, especially daughters who are sandwiched between caring for their children and their aging parents. This audience can be specific about what their parents need and what they don't. They offer a voice to what the community provides and what resources are

missing. The Health Department and the Department of Family Services can facilitate the connection to caregiver support groups.

Ms. Coyle will send Sherryn Craig her presentation, along with her contact information. The HCAB asked Ms. Coyle to keep the door open with respect to any proposals or recommendations that DPZ is considering. In addition to the HCAB, DPZ should consider collecting input from the Long Term Care Coordinating Council (LTCCC), the Health Department, and others in the community who have a stake in the issue. Just as developers have their own agenda, the HCAB hopes that the community's perspective will be reflected during the process.

The HCAB underscored the affordability of assisted living. The supply of affordable housing in the regular market is difficult, but for assisted living is even more problematic. ALFs are almost exclusively private and for profit, and there are few beds for those who are low income. While housing and rental prices are expensive in this area, the high costs of ALF development has little to do with residential construction and everything to do with its operational inputs – labor and services. ALF rates are high because the services are expensive and the market supports it. Lowering the costs of construction inputs (i.e., permitting, inspections, etc) will not necessarily translate into lower ALF rates.

Other Business

Mid-Year Budget Review with Inova. A summary of the July 26 2016 midyear and 2017 financial overview was distributed in the September meeting packets. Inova representatives will return in December to present on the FY 2017 Fiscal Plan.

Naming Rights. Several HCAB members expressed interest in the August 14 Washington Post article reporting on the Inova Health System's purchase of the naming rights of the Washington Redskins Ashburn training facility and asked Jennifer Siciliano if she would be willing to answer questions and receive comments.

Ms. Sicilano said she was very willing to discuss this. HCAB members expressed their understanding that Inova needs to advertise and also recognized that the HCAB and the County have no direct role in Inova's budget and spending decisions. However, HCAB members felt that it was appropriate to question Inova's priorities and judgment for the following reasons:

- Spending millions of dollars on naming rights advertising demonstrates publicly that Inova has considerable funding available.

- Despite this, Inova continues to request annual contributory County funding to support the work of the Inova Translational Medicine Institute.
- Citing financial constraints, Inova management has placed limits on education, employment and wages (e.g., continuing medical education, training, conferences, employee salary and employment position freezes) for its workforce.
- It is not clear how payment for naming rights or other sports-connected advertising translates into market value.

It was also noted that little has been done to inform Inova staff on the best way to field questions from patients and their families, many of whom have reacted negatively to the Redskins announcement.

Ms. Siciliano noted she too had heard from members of the community, including former BOS Chairman Kate Hanley and Supervisor Penny Gross, who are both members of the Inova Board of Directors. She said Inova is working with its Board and other stakeholders to improve communications with the community about this partnership and other Inova activities.

CCFAC. The Consolidated Community Funding Pool Advisory Committee is strengthening its priority setting process and is seeking input from Boards, Authorities and Commissions (BACs). The HCAB will discuss funding priorities at its next meeting on Tuesday, October 4.

There being no further business, the meeting adjourned at 8:55 pm.