



Inclusive Health Care Call for Proposals Required Letters of Intent & Full Proposal (By Invitation Only)

Inclusive Health Care Funding Opportunities: Developing Innovative Solutions to Addressing the Social Determinants of Health for Older Adults in Metro Detroit (Region 1-A)

The Detroit Area Agency on Aging (DAAA) is collaborating with Michigan Public Health Institute (MPHI), AARP Michigan, and other partners to implement an Inclusive Health Care (IHC) Community Action Plan to better coordinate and integrate the Social Determinants of Health for older persons, adults with disabilities and family caregivers that uplifts all residents across the life span. After developing the Community Action Plan and an IHC Planning & Implementation Toolkit during FY 2021-FY 2022, public and private partners came together in FY 2023 to initiate the implementation of strategies to reduce health disparities and premature death documented through DAAA's award-winning *Dying Before Their Time Report* commissioned through Wayne State University School of Community Medicine in 2003 and updated in 2012 and 2020.

The DAAA's Inclusive Health Care Taskforce are Partners-in-Action committed to making aging in place with dignity and good health possible. The United States, Michigan and the Detroit area are at an unprecedented time in history where Area Agencies on Aging and other local organizations are grappling with the growth of the aging population with 10,000 older adults turning 65-plus every day. People are living longer lives than any other time in our history, while living with chronic health conditions, having inadequate access to care, and navigating fragmented social and health services. Older adults in the City of Detroit and central and eastern suburbs of Wayne County are also finding themselves living in communities that are not as age friendly as they would like. In addition, they are experiencing difficulties planning for retirement, and often lack access to the Internet, technological devices, and smart phones, as well as training to keep up with technological advances. This increased demand on our fragmented and weakened Social Determinant of Health System of Care, which accounts for 70% - 80% of an individual's overall wellness, threatens the health status and well-being of all residents as they come of age, grow older, and retire.

Under this Inclusive Health Care Call for Proposals, DAAA seeks vendors and/or independent contractors who can design and implement innovative deliverables that reduce health disparities exacerbated by the Covid-19 public health emergency while creating interventions that better integrate, coordinate, and disseminate information about community resources for these vulnerable populations living in the DAAA service area.

The DAAA and its partners are excited to announce this Call for Proposals for the development and implementation of four key deliverables that can foster solutions that support 1) better access to community resources, 2)

retirement planning across the life span, 3) senior-directed broadcast/online programming and 4) technology training for older adults and caregivers. These key deliverables will be described and highlighted below along with the program requirements, and timeline for submission of the required letters of intent and proposals. Full proposals may be submitted by invitation only after Letters of Intent are screened. Grant awards will vary based upon available funding and Scope of Work to be performed. All projects must be planned, developed, and implemented within a six-month time frame with ongoing implementation through the execution of a strong sustainability plan.

Successful grantees will be selected based upon their credentials, organizational capacity, and potential to develop product lines and/or services that will be Innovative, Transformative, Sustainable, Replicable and Adaptable to the needs of our Community.

Inclusive Health Care Call for Proposals Timeline

Call for Proposal Placed on DAAA Website	Friday, January 19, 2024
LOIs Accepted	January 19, 2024 – February 2, 2024. 11:59pm
Call for Proposal via Zoom Webinar	January 24, 2024, 10am-11:30am
Phase I - Letters of Intent Due	February 2, 2024, 11:59am
LOIs Reviewed and Top 3-5 Candidates Selected*	February 5-6, 2024
Approval of Recommendations	February 7-9, 2024
Top Candidates Invited to Submit Full Proposals	February 12, 2024
Citrix ShareFile Access Deadline	Jan 18 – Feb 28, 2024, 5:00PM EDT
Proposal/Application Due Date	February 29, 2024, 11:59PM EDT
Full Proposal Processing	March 1, 2024
Review & Approval of Funding Recommendations	March 4, 2024 – March 5, 2024
Recommendation Approved - Executive Leadership	March 6 – 8, 2024
Grant & Contract Review Committee Meeting	Wednesday, March 13, 2024
Executive Committee	Thursday, March 21, 2024
DAAA Board of Directors	Monday, March 25, 2024
Award/Denial Notification	March 26, 2024 – March 29, 2024
Independent Contract Development/Negotiations	March 26, 2024 – March 31, 2024
Project Start Up	Monday, April 1, 2024

Project Completion

Monday, September 30, 2024

Inclusive Health Care Summit

October / November 2024

Inclusive Health Care Final Report

December 2024

***Three to five applicants for each of the four Project Areas will be selected to submit full proposals for Round II.**

Round I – Letter of Intent

Letters of Intent are required and due via DAAA’s Citrix ShareFile by **Friday, February 2, 2024, 11:59pm EDT**. These signed Letters of Intent must be submitted on behalf of the authorized official of the organization and include the following:

- Full name and contract information for the applicant.
- Project Area/deliverable for which the organization proposes to be applying to development.
- Incorporation – At least three years in business.
- Financial viability (Recent audit and balanced financial statements).
- Income Tax Paid or approved Payment Plan with Internal Revenue Service.
- Maintenance of Insurance at appropriate levels.
- Willingness to sign business associate agreement, conflict of interest, participate in ICHAT background/Sex offender and Office of Inspector General screenings.
- Mission, vision, and core values.
- Organizational capability statement.
- Staffing and partners along with credentials to be engaged including any independent contractors.
- Proposed Program Design – Describe approach to be used and how this approach is innovative, transformative, replicable, sustainable, and adaptable to the community.
- Planned work plan and timeline including goals, objectives, and business tactics to be used.
- Statement of how proposed approach is innovative, transformative, replicable, sustainable and will be reflective and adaptative to the community needs.
- Proposed budget and any local match (other resources such as cash and/or in-kind) to be provided to support the initiative.

Applicants may apply for more than one project area; however, a separate Letter of Intent is required.

Maximum pages: 4-page letter, single space content with 12-point font on company letterhead. Applicants are encouraged to read the entire Call for Proposals when preparing the Letter of Intent in a business letter format.

Round II – Full Proposal Submission (Invitation Only)

Successful grantees will be selected based upon their potential to develop product lines and/or services that will be Innovative, Transformative, Sustainable, Replicable and Adaptable to the needs of our Community.

Finalists will be notified by **February 12, 2024**, so that a full proposal can be submitted. Program design approach should address the following elements in the full proposal:

Innovative - The use of practical but modernized state-of-the art program design that is user-friendly for the end-users.

Transformative - Program design promotes system change and/or change in the targeted population to be served.

Sustainability – Program design and approach can be effectively implemented with measurable outcomes and sustained long term by building on existing community resources, volunteers, attributes and strengths while not depending solely upon public and private funding.

Replicability - Information developed for the deliverable can be maintained and easily disseminated across multiple platforms or mediums and implemented by other communities locally, state-wide and nationally.

Adaptability – Demonstrates that the planning, development and implementation approach will use information from the Inclusive Health Care Focus Group Series, IHC Subcommittees and other methods to shape the program design so the voices of the community are heard.

Targeted Communities: Older residents, adults with disabilities, family caregivers, intergenerational groups as well as people across the life span in Detroit, Highland Park, Hamtramck, Harper Woods and the five Grosse Pointes.

Applicants should focus on developing deliverables that assist older people, adults with disabilities and residents to access community resources that help them or their families age in place from young adulthood to retirement. Preference will be given to proposals that are creative, cutting-edge and improve access to care for communities or groups that experience health inequities. For profit and non-profit organizations as well as independent contractors are eligible to apply. However, both for-/non-profit organizations must be in business for at least three years and independent contractors must be a limited liability company (LLC) in good standing. All applicants must have a demonstrated track record for developing similar product lines or services and share reference information and samples. Final candidates may be asked to present their proposal to a Proposal and/or Technical Review panel(s). Deliverables produced under the Inclusive Health Care Initiative are the sole property of the Detroit Area Agency on Aging.

DAAA, with support from the Michigan Health Endowment Fund, will fund the most promising innovations and approaches for the following key deliverables:

1. Mobile App That Helps Consumers Navigate the Social Determinants of Health: Technological tool to help users better access and navigate community resources for older persons, adults with disabilities and family caregivers.

Currently, there are 2.87 million apps available for downloading from Google Play Store and 7.5 million available across both Google Play and Apple App Stores. Among the most popular apps that exist are games, social networking, maps, news, business, weather, and travel information. Among older adults, the five top mobile apps in 2023 include Speechify, an AI Text to Speech Reader; Lumosity, an app with Brain Training Games and Exercises; Medisafe, for medication management; AARP Now – an app with News on a Variety of Topics; and Magnifying Glass + Flashlight app, according to Google.

To capitalize on the fact that about 60% of adults ages 65-plus own a smartphone and that approximately 40% have Facebook or other online accounts, DAAA and its partners want to create a mobile app that can help older persons, adults with disabilities, family caregivers as well as others to navigate the Social Determinants of Health that can improve access to care, community resources and their social connectedness. Community

partners want this mobile app to educate, entertain and make life easier so users can get the most out of computers and the devices in their pocket or purse.

Mobile App Program Design/Capabilities:

DAAA is seeking a subject matter expert/company with proven experience to design and build an innovative, interactive, and user-friendly Mobile App for older persons that helps them navigate services linked to the Social Determinants of Health to better access up-to-date community resources within their community.

The finished product, which must be beta tested prior to launch, must include state-of-the art graphics, a simple and modern UX/UI (user experience/user interface) design, appropriate communications, audio and video, sensors or GPS capabilities, simple language, large fonts, and logical, step-by-step in-app navigation, with a user-friendly animated navigation assistant tool. The application must support both Android and Apple iOS platforms and be listed in the appropriate app store. In addition, with metrics should be captured and easily accessible to our team. It should have the capability to conduct a mini assessment on the user to determine their interest or need, search keywords entered by users and provide updated resources uploaded through an API interface with information about services closest to them. Descriptions of community resources, resource information and calendar of activities related to the subject areas should be included. A short and long-term maintenance strategy should be included in the Scope of Work to be performed with projected costs.

Selection Criteria

- Applicant is highly capable of performing the essential functions necessary for mobile app development;
- Data imported into the mobile app must use Application Programming Interface (API) capabilities so that information from Call Centers such as United Way 2-1-1 and DAAA can be maintained;
- Mobile app must be interactive including assessing need(s) of users and referring them to nearby community services and resources through keyword searches;
- Efforts must include planning, design, and user acceptance testing before launch;
- Applicant must demonstrate mobile app management through ongoing maintenance and a Help Desk including cybersecurity protections;
- App usability to be fully functional and public facing by Fall 2024;
- Applicant should outline how the mobile app will be marketed to drive users to the technology;
- Applicant must be responsive to problem solving and inquiries promptly;
- Reference check availability with sample mobile apps developed by the candidate must be shared.

Detailed Work Plan/Timeline: Up to 6 months (Public-facing launch – Fall 2024)

Budget:

- Proposed Budget with detailed line-items and cost
- Budget Justification
- Annual Maintenance Cost

Project Funding Range: Mobile App typically cost \$10,000 - \$50,000 on average

2. Retirement Planning Toolkit for Residents Across the Life Span: Graphically designed printed and electronic publication that promotes and guides aging in place across the life span before and after retirement with supplementary seminars based upon materials.

Seeking a subject matter expert/company with proven experience in the gathering relevant information for retirement planning toolkits or similar publications that can be used for multiple purposes electronically or print mediums, such as for a printed toolkit; in-person/virtual workshops/seminars; and in electronic formats online for multiple use by end-users.

The finished product, which must be prepared after outlining, researching, gathering, and archiving the information for the toolkit by subject area, must be production and print ready. After writing sections of the toolkit the information must be in an easy-to-read format and professionally edited prior to sign off and publication. The Retirement Planning Toolkit must consist of information that can be used across the life span that includes housing-related services; income, jobs and retirement; benefits access including Medicare, Medicare Advantage, Medicaid, Social Security, SSI; financial planning, private investments and pensions; basic needs, life/long term care insurance; caregiving; health care; volunteerism and second careers; estate planning, legal assistance, and end-of-life planning. Other relevant topics include Advance Directives, Legal Guardianship/Conservatorship and Power of Attorney.

Key phases of life that must be covered within the document should include young adulthood, middle-aged, pre-retirement and actual retirement. A section of the document should include a place for must-have information needed for retirement – passwords, keys, will, advance directive, burial arrangements, etc.

Graphic design cost and printing must be included in the budgeted costs but should be outlined separately with actual quotes.

Selection Criteria

- Research and technical writing skills
- Acquisition, organization and archiving of information.
- Project management experience including publication and production.
- Curriculum development to organization information for publication and training
- Experience in Video production
- In-house or subcontracted editing and graphic design
- Availability of information for reference checks and viewing of portfolio

Detailed Work Plan/Timeline: 6 months (Printing & Launch – Fall 2024)

Budget:

- Proposed Budget with detailed costs
- Budget Justification
- Projected Graphic Design and Printing Costs

Project Funding Range: Up to \$25,000 (Excluding Printing and Material Costs)

3. Senior-Directed Broadcast/Online Programming: Multi-faceted programs that can be disseminated or transmitted through Cable TV, Radio, Podcast, Videos, YouTube, Zoom, blogging and/or other platforms that educate the public about community resources and issues impacting older adults.

This Call for Proposals announcement is seeking a Public Relations, Marketing or Communications firm or expert to plan, develop and implement Senior-Directed Communications Programming that engages older adults in the planning, development and operation of broadcast and/or transmission of programming that support the disseminates community resources and issues impacting older persons, adults with disabilities and family caregivers.

Programming may include a multi-faceted approach including Cable Television programming, Radio, Podcast, Blogging, YouTube/Facebook Live / Zoom programming and other mediums that can be piloted.

Selection Criteria

- Research and technical writing
- Television, Radio, Production, Casting and Directing Experience
- Project management experience including online programming expertise
- Responsive to problem solving and inquiries.
- Reference check availability and viewing of portfolio.

Detailed Work Plan/Timeline: Up to 6 months (Printing & Launch – Winter/Spring 2024)

Budget:

- Proposed Budget
- Budget Justification
- Estimate - Graphic Design and Production Costs, etc.

Project Funding Range: \$ 25,000

4. Pop-Up/On-Site Technology Training for Older Adults: Curriculum development and In-person/Virtual Technology Training for older adults.

This Call for Proposals announcement is seeking a subject matter expert/company with proven experience in planning, developing, and implementing technology training to older adults. This includes utilizing staff and/or independent contractors and trained community volunteers to provide technology training to older adults in housing, community, and senior center settings to address the digital divide. Training may include:

- Offer training on using laptops, smartphones, tablets, online websites, and mobile apps to access social media, use technology, and access community resources through the following approaches:
 - Combating fears of technology
 - Shop for groceries and other items online
 - Benefit from online banking online

- Access or apply for Social Security, Medicare, Medicaid and other benefits
- Access social media to reduce social isolation
- Apply for jobs and volunteer opportunities online
- Education of older adults and family caregivers on senior fraud occurring online.
- Keeping safe online – watching out for scams, phishing, smishing, etc.
- Provide online technical assistance after training to provide support via telephone or virtually
- Work in collaboratively with partner agencies to connect older adults to free and discounted broadband access and devices including smart phones, iPads and tablets and other technology that help older adults age in place.

Selection Criteria

- Technology Curriculum Development
- Pop-Up Technology Training
- Coordination of staff and community volunteers
- Project management/event planning experience
- Responsive to problem solving and inquiries.
- Reference check availability.

Detailed Work Plan/Timeline: Planning –1-3 Months; Implementation – Up to six months (Launch – Winter/Spring 2024)

Budget:

- Proposed Budget
- Budget Justification

Project Funding Range: \$ 25,000 Curriculum Development/Training (Excluding Technology Devices)

Full Application Outline (10 – 12 pages) - Invitation Only

How to Apply: Interested applicants should submit the Application using the outline below along with other requested information via the Citrix ShareFile in your organization’s folder. The proposal application should use 12-font type for readability and include the following information:

1.Service Category: Note the Service Category outlined in the Call for Proposals that Your Organization is applying for under this Inclusive Health Care Initiative.

2.Program Design Approach: Description of the approach to be used for planning, development and implementation of the Product and/or Services.

3.Target Population: Description of who will be served, including demographics and geography, and how they will benefit.

4.Explanation of the Innovation: Description of how project and approach it is Innovative; Transformative; Sustainable; Replicable; and meets Community Adaptation requirements.

5. Organizational Capability: Provide an overview of organizational capabilities and expertise. This description can include partner organizations and/or subcontractors, if applicable. An organizational chart and workflow diagram can be submitted.

6. Work Plan/Timeline: Outlines the goal, objectives, tasks to be formed including obtaining input from the community, proposed marketing strategy and who is responsible for what project role within your organization with specific timeframes. Note how outcomes are to be measured.

7. Scope of Work: Outline specific steps to be performed in the development of the product or services based upon the guidelines and work plan. (This will be used in the Independent Contract).

8. Proposed Budget & Budget Justification: Attach the proposed Budget in MS Excel and Budget Justification for expenditures.

9. Maintenance/Sustainability Plan: Map out how your deliverable(s) will be maintained with the least amount of resources 1 – 3 years after its launch with limited dependence on public and private funding.

10. References: Provide reference information, samples of your work, and letters of support, if relevant.

The narrative is limited to 10-12 pages double-sided pages excluding the Face Sheet, Scope of Work, Work Plan/Timeline, Budget form, Budget Justification and Samples.

A Face Sheet, Application Outline, Budget Form and Reference materials/Links are available on the DAAA Website www.detroit seniorsolution.org starting Friday, January 19, 2024. One Technical Assistance Workshop will be held on Wednesday, **January 24, 2024, from 10:00AM – 11:30AM EDT via Zoom** at <https://bit.ly/DAAAIHCRFP24>. Pre-registration is strongly encouraged. Frequently Asked Questions at the workshop will be posted on the DAAA Website including the recording from the event. Requirements for Phase I - Letters of Intent and Phase II – Submission of the Full Proposal will be reviewed *at the Technical Assistance Workshop*.

Letters of Intent Submission (Round I)

Letters of Intent for Round I must request access to DAAA’s Citrix ShareFile to upload the required document by no later than February 2, 2024 at 5:00pm. LOIs must be submitted by February 2, 2024 11:59pm EDT.

Address Letter to:

Ronald Taylor, President & CEO
Detroit Area Agency on Aging
1333 Brewery Park Blvd, Suite 200
Detroit, MI 48207-4544

Full Proposal Submission (Round II)

Applicants invited to submit a Full Proposal will upload the proposal into the same Citrix ShareFile. Proposals must be uploaded to DAAA’s secure ShareFile portal no later than **11:59PM. EDT on Thursday, February 29, 2024 (DEADLINE)** at www.detroit seniorsolution.sharefile.com. Request for

access to the secure portal must be submitted to contractmgt@daaa1a.org from **January 19, 2024 - February 28, 2024, by 5:00PM EDT**. Questions and access will not be provided after that time. Final candidates may be asked to present their proposal before a Proposal/Technical Review Panel. Awards will be announced after March 25, 2024, in preparation for contract negotiations and finalization of the Independent Contractor Agreements.

Incomplete and Late proposals will be rejected.

Questions About the Letters of Intent or Call for Proposals

Questions about the Letters of Intent or Full Proposal (if invited), can be sent to ContractMgt@DAAA1a.org. Note Inclusive Health Care in the Subject line of the email and provide your written questions as clearly as possible. Responses to the questions will be posted under the Frequently Asked Questions on the DAAA Website under the Call for Proposal within 24 hours during the business week.

Important Documents

Inclusive Health Care Call for Proposals (This Application Instructions document-Round I & II)

Citrix Instructions (ShareFile)

Round I – Letter of Intent

Round II – Full Application (By Invitation Only)

Inclusive Health Care Independent Contract Face Sheet (Fillable)

Inclusive Health Care Budget Template

Inclusive Health Care Instructions

Prescreening & Eligibility Criteria

Business Associate Agreement – Review Only

Conflict of Interest Form – Review Only

Reference Materials:

Inclusive Health Care Taskforce Community Action Plan

Inclusive Health Care Planning & Implementation Toolkit

Inclusive Health Care Taskforce Web Page – DAAA Website (detroit seniorsolution.org).

If funded, applicants must complete and sign Conflict of Interest and Business Associate Agreements as attachments to their Independent Contract along with the Scope of Work, Workplan and Budget. Applicants must agree to be screened through ICHAT Background Checks, Sex Offender System, and the Office of Inspector General in addition to carrying the appropriate levels of Insurance.

Round I Letter of Intent Scoring Criteria		
SCORING CRITERIA	MAXIMUM SCORE	APPLICANT SCORE
SCREENING CRITERIA	20	
<ul style="list-style-type: none"> • 3+ Years Incorporated (In Business or LLC) 	2	
<ul style="list-style-type: none"> • Proof of Financial Viability – Willingness to share recent audit and balanced financial statements 	4	
<ul style="list-style-type: none"> • Willingness to share proof of Paid Income Tax or approved Payment Plan with Internal Revenue Service 	3	
<ul style="list-style-type: none"> • Willingness to demonstrate Proof of Insurance 	3	
<ul style="list-style-type: none"> • Willingness to sign a Business Associate Agreement, Conflict of Interest Statement 	4	
<ul style="list-style-type: none"> • Willingness to participate in ICHAT background/Sex offender and Office of Inspector General screenings. 	4	
ORGANIZATIONAL CAPACITY	20	
<ul style="list-style-type: none"> • Mission, Vision and Core Values Alignment with Project Area 	5	
<ul style="list-style-type: none"> • Workplan and timeline including goal, objectives and business tactics approach to be used. 	10	
<ul style="list-style-type: none"> • Staffing and partners along with credentials to be engaged including any independent contractors are solid. 	5	
PROGRAM DESIGN	40	
<ul style="list-style-type: none"> • Statement of how proposed approach is Innovative, 	10	
<ul style="list-style-type: none"> • Transformative, 	5	
<ul style="list-style-type: none"> • Replicable, 	5	
<ul style="list-style-type: none"> • Sustainable, 	10	
<ul style="list-style-type: none"> • Reflective and Adaptative to the community's need 	10	
PROJECTED BUDGET	20	
<ul style="list-style-type: none"> • Budget Justification 	15	
<ul style="list-style-type: none"> • Outlines local match (other resources like cash and/or in-kind) to support the initiative. 	5	

Round II: Call for Proposal Scoring Criteria

Company Qualifications (Proof Attached)

Product Line/Service Category:

Company Name:

Incorporation Date (At least three years in business):

For Profit / Non-Profit/ LLC Independent Contractor Status:

Financial Viability- Balance Statement/ Certified Audit: Y N

Taxes Paid/IRS Plan to Pay Outstanding Taxes: Y N

Willingness to Sign Conflict of Interest/ Business Associate Agreement: Y N

Applicant/Staff/Subcontractors Agrees to participate in Federal/State Background Checks, Debarment/Sex Offender Requirements Y N

Insurance Certification: Y N

Project Design	Description/Sub-points	Maximum Score	Applicant Score
1. Innovative	<ul style="list-style-type: none"> ✓ Demonstrates innovation while meeting industry standards (5pts) ✓ Outlines in detail how the deliverable will be planned, developed and maintained including the business' staff capacity, credentials, and experience (3pts) ✓ Provides sound rationale for program design (2pts) 	10	
2. Transformative	<ul style="list-style-type: none"> ✓ Demonstrates how the deliverable will drive change within the community through its development and implementation (2pts) ✓ Feature how the deliverables meet technical requirements that will make it user-friendly for users (3pts) ✓ Highlight features of the deliverable that distinctly different, new and cutting edge (5pts) 	10	
3. Sustainable	<ul style="list-style-type: none"> ✓ Outlines in detail how the deliverable can be sustained short term (5pts) ✓ Outlines in detail how the deliverable can be sustained long term with limited investment (5pts) ✓ Sustainability plan includes maintenance through community volunteerism, cost sharing, fees and/or other strategies (5pts) 	15	
4. Replicable	<ul style="list-style-type: none"> ✓ Applicant outlines how the deliverable can be replicated by others (3pts) ✓ Applicant outlines how it will collaborate with IHC partners to disseminate best practices to support replication (2pts) 	5	
5. Community Adaptability:	<ul style="list-style-type: none"> ✓ Meets overall Call for Proposal requirements (3pts) ✓ Adapts to diversity, equity and inclusion principles (2pts) 	10	

	<ul style="list-style-type: none"> ✓ Addresses Subcommittee and focus group findings (2pts) ✓ Incorporates a sound strategy for thoroughly reviewing and/or beta testing model before launch (3pts) 		
Proposed Budget & Justification	<ul style="list-style-type: none"> ✓ Budget is attached with appropriate costs (3pts) ✓ Budget is accurate and includes appropriate costs (2pt) ✓ Budget justification provides reasonable rationale for expenditures for planning, development and projects future annual costs associated with ongoing maintenance of the deliverable, if any (3 pts) 	10	
Projected Community Reach	<ul style="list-style-type: none"> ✓ Outlines target population and realistic projected number of residents reached annually (5pts). ✓ Includes a realistic projection of annual units (hours of services, sessions, views, etc. to be provided (5pts). 	10	
Detailed Work Plan & Timeline (Organization Chart, Work Flow and Detailed Work Plan attached)	<ul style="list-style-type: none"> ✓ Work plan outlines in detail how, when and who is responsible for the planning, development and implementation of the product or service (10pts) ✓ Outlines the team member engaged, their role and credentials (3pts) ✓ Demonstrate how progress on the deliverables will be conveyed to DAAA (2pts) 	15	
Samples of Work	<ul style="list-style-type: none"> ✓ Applicant provides a sample of work demonstrative (in alignment) with the deliverable(s) to be developed (3pts) ✓ Provides metrics on success associated with previous project(s) (2pts) 	5	
Presentation & References	<ul style="list-style-type: none"> ✓ Applicant outlines key elements of proposal in a 10-12 PPT slide deck to be presented to the proposal review panel and/or technical review panel (5pts) ✓ Relevant references are included in the proposal (5pts) 	10	
TOTALS:		100	