



# **Detroit Area Agency on Aging**

## **Request for Proposal for Region 1-A Community Needs Assessment**



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## Introduction

The Detroit Area Agency on Aging (DAAA) is one of sixteen Area Agencies on Aging in Michigan. Founded in 1980, our private, non-profit agency serves older persons, adults with disabilities and caregivers in the cities of Detroit, the five Grosse Pointes, Harper Woods, Hamtramck and Highland Park (Region 1- A). Funded by the Older Americans Act of 1965, state funding and other resources, it administers programs directly and through a network of over 120 service provider agencies.

The mission of the DAAA is to educate, advocate and promote healthy aging to enable people to make choices about home and community-based services and long-term care that will improve their quality of life.

Every three years DAAA develops its regional service plan for its organization and service delivery system. During this process it prepares its Multi-Year Plan to outline the services it will fund, develop and advocate for over a three-year period with federal, state and local funding. In addition, DAAA prepares a three to five-year strategic plan used to operate its overall organization. This Request for Proposal is designed to solicit bids for a Community Needs Assessment Survey that will inform the agency's planning process for its internal Strategic Plan and its Multi-Year Plan submitted to the State of Michigan. This Community Needs Assessment will help DAAA focus its resources and energies on the most important needs of the community. In addition, it will help shape the agency's service delivery system, program development, business growth approach, fundraising, and advocacy efforts.


DAAA is guided by a set of core values in developing and carrying out its mission to effectively manage its strategic planning process, programs and services and advocacy efforts. These values include the following:

- Person-Centered Services
- Trust and Respect
- Integrity and Professionalism
- Excellence and Quality
- Teamwork and Collaboration
- Accountability
- Commitment to Community
- Celebration of Diversity

DAAA's vision is to create a community that cares for the vulnerable and advocates for the well-being of its constituents - older persons, adults with disabilities and caregivers.

Driven by a Servant Leadership philosophy, it focuses on five pillars of service delivery: service, people, growth, finance and quality.

## Agreement Term and Contractual Relationship



DAAA anticipates a 4-month term of service, from October 15, 2024, through January 31, 2025. The selected independent consultant or organization will provide services aligning with the Scope of Work outlined in this request for proposal (RFP), which may be augmented with additional details during the agreement's contractual term. The Consultant and/or organization is responsible for reading and understanding the entire proposal and seeking clarification on anything that may not be clear.

All questions relating to this proposal should be emailed to Contract Management at [contractmgt@daaa1a.org](mailto:contractmgt@daaa1a.org) with Community Needs Assessment in the subject area of the email. All questions will be reviewed and addressed via the Frequently Asked Questions on the DAAA Website on the Becoming a Network Partner webpage ([detroit seniorsolution.org/partners](http://detroit seniorsolution.org/partners)).

All submitted materials and documents in response to this solicitation become the property of DAAA and will not be returned. Offers must be submitted to DAAA on or prior to the exact time and date indicated within this RFP, late submissions will not be considered. The due date for the proposal's submission is Friday, August 23, 2024, by 11:59pm EST.

## **Project Goal and Scope of Work**

DAAA is seeking services to provide a community needs assessment that will aid in the planning and development of programs designed to improve health, wellness, and access for seniors, adults with disabilities and caregivers in our communities. The organization completing the community needs assessment survey must be a regional planning body, university or college, division or department of a municipality, business or private non-profit organization that has the proven expertise and resources to conduct a neutral, randomized and accurate survey approach that uses acceptable methodologies and practices. The Community Needs Assessment must include older adults, adults with disabilities and caregivers residing in Detroit, the five (5) Grosse Pointes, Hamtramck, Harper Woods and Highland Park and must align with the percentage make-up of the older adults residing in these communities. In addition, the DAAA will entertain strategies designed to solicit input from community stakeholders within its region including service providers, partners and other influencers.

## **Survey Methodology Guidelines**

**The CNA Consultant services include but are not limited to the following requirements as they develop their proposed methodology:**

- Review previous DAAA Community Needs Assessments and the agency's other key research studies that build upon the foundational history and data that is still accurate.



- Analyze information collected directly from older adults, adults with disabilities, caregivers and community stakeholders.
- Develop a methodology that can adequately solicit data from the targeted population that gathers relevant data that depict community needs, service gaps and demographic and other trends.
- Design mail-out and/or online tool(s) that can gather random sampling of data based upon US Census Bureau and American Community Survey population requirements.
- Conduct community needs assessment that is designed to accurately generate relevant and reliable data that can highlight current and future demographic trends and community needs that can be cross-tabulated for further analysis.
- Collect and analyze both qualitative and quantitative data on service area's current resources, service gaps and emerging community needs.
- Provide a summary of key findings that outline demographic and service trends, service prioritizations, and emerging needs.
- Use of innovative and state-of-the-art methodologies and approaches including summary of data findings using graphics, mapping, and other schematics.

## **Description of Community Needs Assessment Deliverables**


**The community needs assessment must include the following elements:**

1. Executive Summary and/or Synopsis of Findings.
2. Collection of demographic data from multiple sources including randomized consumer and/or stakeholder questionnaire(s) in addition to community forums or listening sessions and focus groups.
3. Final community needs assessment of key findings with narrative, graphics and detailed Appendices with data tables.
4. Development of MS PowerPoint presentation, video and/or other tools that summarize key findings.

## **Survey Methodologies**

**The following elements of the methodology must be included in the proposal if a telephone, mail-out and/ or face-to-face survey tools are used:**

1. Randomization of survey sample based upon US Census Bureau data that supports the generation of data findings across the aggregate data set.
2. Respect the Health Insurance Portability and Accountability Act (HIPAA) and Privacy Act

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3. Survey(s) must include older persons, adults with disabilities, caregivers, veterans, service providers, public policy makers, and stakeholders residing within or serving the targeted population in Region 1-A.
  4. Methodology must gather data on relevant community needs, respect the diversity of the targeted population including language barriers and target nine communities of Region 1-A while supporting anonymity.
  5. Survey software (ie, Qualtrics, etc.) to be used should be specified in the application with a rationale for usage.

## Demographics

The completed report should include information on the following relevant areas:

1. Service Area
2. Demographics
  - a. Age
  - b. Gender
  - c. Medicare and Medicaid Eligible Population
  - d. Race/Ethnic Group
  - e. Disability Status
  - f. LGBTQ
  - g. Caregivers
  - h. Veterans
  - i. Housing
  - j. Income
3. Trend Analysis
4. Social Barriers to Care
5. Gaps in Service
6. Needs of non-traditional DAAA Participants (Caregivers, Over Income Older Adults, Families)
7. Awareness of Resources/Services Available

### Revised Timeline & Due Dates\*

<b>1</b>	Request for Proposal Release Date	July 22, 2024
<b>2</b>	Initial Inquiry via Email	July 22, 2024 – August 16, 2024
	Access to Citrix ShareFile	July 22, 2024 – August 23, 2024**
<b>3</b>	Proposal Due	August 23, 2024 11:59pm EST
<b>4</b>	Applicants will be notified of the disposition of their proposal.	September 24, 2024



5	Contract negotiations begin to establish independent contract	September 24 – October 4, 2024
6	Selection of Vendor	September 9, 2024
7	Community Needs Assessment Execution	October 15, 2024 – December 16, 2024
8	Final Report Due	January 31, 2025

**\*All dates are subject to change. \*\*Citrix Share File Access Available during Business Hours Mon - Fri**

## Submission Requirements

**Step 1:** Those interested in applying please submit an initial inquiry regarding interest via email to contract management at [contractmgt@daaa1a.org](mailto:contractmgt@daaa1a.org) with “Community Needs Assessment Response” in the subject through by August 16, 2024 at 5p.m.

**Step 2:** Once inquiry is received you will be given access to a folder with your organization’s name in the Citrix ShareFile portal. A link to the instructions regarding how to access this simple electronic system appears under Supplemental References. Once your organization notes your plan to submit a proposal, a link to the grant portal will be provided during business hours for uploading the items below:

- Section 1: Company History, Experience, and Qualifications
- Section 2: Methodology and Rationale with detailed Work Plan/Timeline
- Section 3: Budget & Budget Justification
- Section 4: References

It is important to reach out to DAAA if you do not receive a link to the Citrix Shared File System within 24 hours of requesting access via [contractmgt@daaa1a.org](mailto:contractmgt@daaa1a.org). The assigned Contract Management Team member will monitor the above email from Monday through Friday (9:00am – 5:00pm).

### Section 1

Provide an overview of your company and its capacity to complete this project. Identify and prepare samples of past projects, preferably of a similar size and scope. Supply DAAA with the proposed staff assigned to this project including project lead name, position title, telephone number and email address. Any additional personnel and subcontractors' names and titles should also be included. A short bio, resume and a description of their role is needed for your team members.

### Section 2

Develop a work plan including a breakdown of fees for professional services, hours and administrative services. Included should be a project work schedule with key deliverables by milestone and payment. Describe the methodology, tools, and



techniques that would be used to conduct a comprehensive community needs assessment. Description should include:

- Relevant sampling techniques that you propose utilizing to complete this assessment.
- Types of techniques, proposed quantities, proposed timelines, target audiences, recruitment strategies to engage target audience, and staffing resources to accomplish tasks.
- Your proposed methodology for clarifying the research objectives, data collection requirements, sampling strategy and timetables.
- The level of granularity of the data.
- A description of how data will be compiled.
- A description of identified trends.
- A description of the proposed end report includes a sample report from a similar project.
- Techniques to be used to visually display data findings.

### **Section 3**

Provide a detailed and all-inclusive price for project completion.

### **Section 4**

Provide a reference list that includes the names, addresses, telephone numbers and email addresses of at least three relevant clients, especially any of which you have conducted a community needs assessment. If possible, summarize the most recent engagement.

### **Proposed Budget / Fees**

The Consultant will provide a detailed all-inclusive price for completion in their submission.

### **Deadline for Submission**

Proposals must be submitted to ShareFile [contractmgt@daaa1a.org](mailto:contractmgt@daaa1a.org) by Friday, August 23, 2024 by 11:59 p.m. EST.

### **EVALUATION CRITERIA**

	<b>Criteria</b>	<b>Points / Weight</b>
1	Skills and experience of key personnel / consultants	15



2	Description of proposed scope of services and key deliverables.	15
3	Methodology & Research Design a. Methodology/Design b. Data Collection/ Analysis c. Proposed Drafting & Finalization of Community Needs Assessment	30
4	Project Cost/Budget with Budget Justification	20
5	Sample of Similar Work Demonstrating Experience	15
6	Proposal Compliance with Guidelines	5
	<b>TOTAL:</b>	100

## **Rejection of Proposals**

Proposals will be rejected if they are late or are incomplete.

## **Notification - Contract Award**

Successful and non-successful applicants will be notified of the disposition of their proposal.

## **Independent Contract Processing**

The applicant awarded the project must comply with required background checks, sign Business Associate Agreement, and Conflict-of-Interest Form.

## **Supplemental References**

Links to the following information is being provided for applicants to assist with proposal development:

2020 Community Needs Assessment

2020 Regional Profile

Dying Before Their Time III Report

Accessing the Secure ShareFile portal Instructions