Age Friendly Edmonton
REQUEST FOR PROPOSALS
Roadmap and Strategic Plan for the Improvement of Seniors’ Information Services and Resources (print and digital mediums) in Edmonton
Closing Date: November 21, 2014

BACKGROUND

Age Friendly Edmonton is a collaborative initiative between the City of Edmonton, Edmonton Seniors Coordinating Council and Edmonton senior serving organizations. Edmonton is part of a global movement exploring what actions cities can take to enhance the ongoing health, participation and security of seniors as they age. Edmonton has joined cities from Istanbul to Tokyo, Islamabad to London, Portage La Prairie to Portland, in using The World Health Organization (WHO) Global Age-Friendly Cities Guide as a foundation to ask seniors and senior serving organizations how to shape their communities to be more inclusive to the needs of an aging population. Late in 2010, Edmonton was officially accepted as a member of the WHO Global Network of Age-Friendly Cities©.

The Vision for an Age-Friendly Edmonton Action Plan is the result of extensive community consultation with seniors and their caregivers and key stakeholders. It is built on a common vision of Edmonton as a community that values, respects and actively supports the well-being of seniors and promotes an age-friendly community. It acknowledges the economic, social and cultural diversity of Edmonton’s current and future seniors. And it is rooted in the principle that seniors take an active role in the implementation of the actions required to meet the Plan’s 18 goals.

The Vision for an Age-Friendly Edmonton Action Plan stems from conversations of thousands of Edmontonians who reflected on the eight key areas identified by the World Health Organization’s Global Age-Friendly Cities Guide as important aspects of an age-friendly city. Edmontonians then interpreted those key areas into Edmonton-specific goals and actions that provide a strong framework for improving the lives of Edmonton’s seniors and strengthening the communities in which they live. Edmonton seniors also chose to divide the WHO key area of Community and Health Services into two separate key areas. This reflects the importance Edmontonians place on each of these areas.


INFORMATION AND COMMUNICATION WORKING GROUP

The Information and Communication Working Group will work towards the goal of “seniors and those who support them having easy access to the information they need when it’s required.” The action items related to this goal are:

1. Determine how and where seniors access information
2. Develop and make seniors aware of one phone number to access all seniors services
3. Develop age friendly communication guidelines for use by organizations
4. Coordinate and map print and digital information resources for seniors
5. Utilize new technologies to ensure seniors can access information

PROPOSAL DEFINITION

The Information and Communication Working Group is seeking proposals from experienced researchers, community development professionals, and project consultants for Phase 2 of a three phase project to create a comprehensive, cohesive information services system for print and digital materials for older adults in Edmonton. Phase 2 of the project is titled ‘Roadmap and Strategic Plan for the Improvement of Seniors’ Information Services and Resources (print and digital mediums) in Edmonton.’

In 2013, the Working Group worked with two consultants to complete a research report titled ‘How Seniors Access Information’. This was Phase 1 of a project to improve the accessibility of information and communication resources for seniors in Edmonton. The report details the findings from a preliminary environmental scan, literature review, focus groups, and surveys. The report provides information related to how Edmonton seniors are currently accessing different types of information, what mediums are currently working well, where the gaps exist, and recommendations for system changes based on the findings of the research. Please review the report to ascertain the scope of the research completed to date. 


In 2014/2015, the Working Group will complete Phase 2 of this project. The purpose of Phase 2 is to create a road map that will facilitate the system changes for print and digital information that stem from the findings and recommendations in Phase 1 of the project. We currently have the information required to understand the ‘what’ of information resources for seniors, and Phase 2 will determine the ‘how’. The ‘how’ relates to the system change that is required to achieve best practice for seniors’ information and communication resources and services. The project proposes to use a public participation model of decision-making to encourage authentic, functional system change, facilitate user investment (‘buy-in’) and awareness, and improve communication across senior-serving organizations and between those organizations and the seniors they serve.

The participants for the project include: nonprofit organizations that make the seniors’-specific resource information available (primary), seniors and caregivers (secondary), and stakeholders who refer seniors to that information (secondary). The participants will reflect the diversity of the seniors community in Edmonton, including differences in culture, language, age, and disability (including hearing and visual impairments).

The strategic plan will at a minimum address: what content is collected for print and digital information resources, how content is collected for print and digital information resources, the frequency and timing of collection and distribution, and how and where print and digital information is distributed. The strategic plan will also consider how the print and digital information services relate to other mediums for information services (e.g. 2-1-1 phone line).
The Working Group and Age Friendly Steering Committee will provide their insight, knowledge and expertise on the existing information resources targeting seniors in Edmonton. The identification of existing print and digital information resources and the determination of the scope of the investigation, will be developed by the consultant as part of the project plan.

It should be noted that a similar project was completed over the past several years in the seniors’ serving sector to create a central seniors’ resource telephone line. The Edmonton Seniors Coordinating Council (ESCC) and a committee of senior service agency representatives worked with The Support Network to create a central telephone service for seniors information and referral. The project falls under the Age Friendly Edmonton initiative and is called the Seniors Information Phone Line. The Support Network has adapted their 211 service to include special call screens that relate to seniors needs. 211 Information and Referral Specialists will have resources to answer straightforward requests for information and provide referrals to programs/services. If the caller requires support and not just basic information, the call is transferred over to one of several senior service agencies in Edmonton which have signed an agreement to perform a more detailed assessment with the help of their outreach workers.

The 211 project will serve as an excellent example of how to engage diverse stakeholders in system change, how to create a system that reflects the diverse needs of seniors in Edmonton, and how to create an implementation model that will successfully achieve the desired outcomes. The Working Group will ensure that the successful candidate will have access to knowledge of the committee that undertook this project.

In 2015/2016, Phase 3 of the project will implement the road map developed in Phase 2.
Project Deliverables:

The primary project deliverable is a strategic plan that reflects the engagement of key stakeholders in the development of a robust, inclusive, efficient, sustainable, and effective model of print and digital information services for Edmonton seniors.

The project design model has not been defined by the Working Group with the intention of allowing respondents to articulate their preferred model and related rationale in their proposal. The successful consultant candidate will demonstrate that the Process Outcomes are integral to their approach and execution in their project design model.

Presentation of findings will be in the form of a report and recommendations for system change. NOTE – Phase 3 will begin in 2015. It is not included in the scope of this Request For Proposals. However, the work completed in Phase 2 should be mindful of the fact that it will inform Phase 3 (implementation of the plan).

NOTE: All reports and documents submitted will be in a format that can be modified by the Working Group over time. The documents submitted shall become the sole property of Age Friendly Edmonton and may be submitted for copyright privileges.

Project Outcomes:

Because the project requires participatory decision making to achieve a systems change, the process of the project is as fundamental to its success as the delivery of a strategic plan. The
proponent will consider the following Expected Outcomes and clearly articulate in the proposal how their approach and methodology will achieve these.

**Expected Outcomes - Process:**

- Engagement of stakeholders across a diverse spectrum of interests, involvement, and needs, including representatives from marginalized communities;
- Engagement of organizations that play a significant role in collecting and disseminating information in system change efforts;
- Identification of issues, benefits, and drawbacks;
- Generation of new ideas;
- Creation of new formal partnerships;
- Facilitating collaboration and consensus building to enable progress
- Creation / enhancement of social capital;
- Improved services for people;
- Capacity building and learning (individual and organizational);
- Building overt support for a new idea or initiative.

**Expected Outcomes – Culminating/Project Products:**

- Application of research findings with regard to best practice for information system design and modeling;
- A comprehensive, coordinated communication model based on concrete and clearly articulated goals, including:
  - how content is collected for information resources,
  - what content is collected,
  - the frequency and timing of collection and distribution
  - how and where information is distributed.
- A communication model that is sustainable and user friendly in light of ongoing staff turnover, limits in existing and projected system funding, and the need to plan for ongoing maintenance of the system/model.
- Improved access to information resources for all Edmonton seniors acting independently;
- Improved access to information resources for the friends, family, and caregivers of Edmonton seniors;
- Improved ability of professionals to connect seniors with their programs and resources;
- Improved personal working relationships and increased collaboration within the sector;
- Increased/improved communication between seniors’ serving organizations;
- Wider circle of responsibility for decisions and actions;
- Agreement on purpose and direction of a project or program, or new policy;
- Decreased redundancy and increased efficiency in information delivery and dissemination.
ELIGIBILITY

The candidate shall provide a summary of their credentials and experience that demonstrates his/her understanding and interest in aging.

Proposal Requirements

The proponent should provide a comprehensive narrative that includes:

- An understanding of the project requirements, deliverables, and schedule
- An explanation of how the project requirements will be met and describe success measures and key risk factors, including mitigation strategies
- The proposed approach and methodology to successfully manage the project and deliverables In the case of a team proposal, a description of all partners and what role they will have in delivering the proposed services.

The project design model could include but may not be limited to: focus groups, environmental scan, literature review, design sessions, and interviews.

Please ensure that your proposal articulates the following:

- how you will engage a diverse group of seniors and stakeholders;
- how you will incorporate participatory design and a community development approach to the project design;
- examples of how your past work relates to this project. Briefly describe examples of previous work that you’ve /ed that would be comparable to this project;
- identify anticipated challenges or obstacles for this project and articulate how you would successfully overcome them (e.g. consensus building)

The candidate shall also summarize their past experience, success and ability to:

- Complete primary and secondary research;
- Create and facilitate participatory decision-making models;
- Develop project designs that successfully meet predetermined project outcomes;
- Develop strategic plans that have been successfully implemented to achieve the desirable system change.
- Work closely with a group/committee/board to achieve the deliverables of a comparable project
- Provide examples of the firm’s/individual’s ability to complete high quality reports based on primary and secondary research
- Meet with the Information and Communication Working Group to review progress and work up to a maximum of four (4) times during the contract period
- Provide references for previous clients of similar projects

Notes regarding the responses to the Request for Proposals:

- The Information and Communications Working Group appreciates the work and time that is required to respond to a Request for Proposal. In light of this, responses are
expected to be simple, brief and to provide the basic information required for the Group to make a decision.

- The Working Group recognizes that organizations/individuals responding to this RFP will be in the best position to determine if the scope of work is appropriate based on the budget for the project. As such, the Working Group requests that responses to the RFPs articulate how the organization/individual will meet the scope of work within the budget and the level of detail in the research that can be delivered within this budget.

**REMUNERATION**

The firm/individual shall outline the anticipated fee, to a maximum of $18,000, associated with all project costs and completing the project deliverables within the timeframe indicated below. Costs associated with meetings (including focus groups, design sessions) and printing of the strategic plan are not included in this budget.

**TIMELINE**

A draft report will be required by July, 2015 and a final report in August, 2015. A more detailed timeline should be provided as part of the proposed project plan.

**SUBMISSION**

Proposals may be submitted electronically or by mail to: Karen McDonald, Information and Communication Working Group Co-Lead, c/o 15 Sir Winston Churchill Square, Edmonton, Alberta T5J 2E5. kmcdonald@mysage.ca. Phone: 780-701-9008.

Questions: Karen McDonald, Sage, Working Group Co-Lead. kmcdonald@mysage.ca or 780-701-9008.

Submission Deadline: November 21, 2014 at 4pm.