

THE CITY OF NEW YORK
DEPARTMENT FOR THE AGING
SOLICITATION FOR
INNOVATIVE SENIOR CENTERS
(BROOKLYN ONLY)

PIN: 12513SCINNOV / EPIN: 12511N0003

RELEASE DATE: MARCH 16, 2012

TABLE OF CONTENTS:		PAGE #
Section I	Instructions	2
Section II	Geographically Based Solicitation	5
Appendix A	Unit Key and Service Level Proposal	
Appendix B	General Information to Proposers	
Appendix C	Prequalification Status Certificate of No Change	
Appendix D	Doing Business Data Form Instructions	
Appendix E	Doing Business Data Form	
Appendix F	Budget Instructions	
Appendix G	Budget Worksheets	
Appendix H	Funding Chart - Current Programs	
Appendix I	Funding Chart - New Programs	
Appendix J	Cover Page	

AUTHORIZED AGENCY CONTACT PERSON

Proposers are advised that the Authorized Agency Contact Person for all matters concerning this solicitation is:

Betty Lee, ACCO
Department for the Aging
2 Lafayette St – Room 400
New York, New York 10007
(212) 442-1112



Printed on paper containing 30% post-consumer material

Instructions

Below are instructions for the Appendices which require completion.

Narrative

Use the Innovative Senior Center (ISC) solicitation document to provide a comprehensive overview of what the programmatic and operational structure of an Innovative center operated by your organization would look like. Relevant information not covered in the questions on additional programs, services, or activities can be included as long as the page limit is not exceeded. Also, if the transformation of an existing senior center into an Innovative one is part of the proposal, providers are encouraged to describe all the program elements currently in operation at that center which conform to ISC requirements as expressed in the attached "Innovative Senior Center Service Narrative" document.

Appendix A: Service Level Proposal

Appendix A consists of the Service Level Key and the Service Level Proposal sheet. Using the key as a reference, type in the service levels for each service that will be provided as described in the narrative on the attached Service Level Proposal sheet. The Service Level Proposal sheet should also be used as a reference when preparing the narration and budget.

Appendix C: Prequalification Status Certificate of No Change

You must complete and submit this document as part of your proposal package.

Appendix E: Doing Business Data Form

You must complete and submit this document as part of your proposal package.

Appendix F, Appendix G, Appendix H, Appendix I: Budget/Funding

Complete and submit the attached Budget Forms utilizing the Budget Instructions. Please note that the reimbursement model for Innovative Senior Centers will be a mixed model – cost reimbursement budget with some performance based elements. When proposing your budget, please be mindful that your proposed budget should support your proposed package of services. Please do not depend on one-time or discretionary funding as being integral in your organization's ability to deliver the proposed level of services.

Please note that grants for the Innovative Senior Centers (ISC(s)) are up to \$500K in additional funding for existing DFTA-funded sites. If a sponsor is proposing an ISC at a current DFTA-funded senior center, DFTA will be funding the total amount comprising the existing DFTA funds as well as additional funds needed to carry out the full proposed ISC budget, which may be adjusted based on negotiations between awardees and DFTA.

Appendices H and I were designed to help DFTA understand: a) what portion of the request for DFTA funds is slated for new unduplicated participants rather than the existing unduplicated number of participants; and b) what percentage of the budget is slated for new services and/or new service enhancements. The second page of the attachment is meant to get at the same issue in terms of staffing, consultancies, and if relevant in your case, the expansion of operating hours. Please feel free to use the Notes section to add to our understanding of these issues if you feel that providing a brief narrative will help you do so. If you are applying for a current DFTA funded senior center, use Appendix H. If you are applying for a center location not currently funded by DFTA, use Appendix I.

Appendix J: Cover Page

Please complete the cover page and submit it as the first page of your proposal.

Narrative Page Limits & Formatting

- For electronic submissions, the Narrative response should be a maximum of 20 single-spaced pages with double spaces between paragraphs, and one inch margins. For paper submissions, the Narrative response should be a maximum of 10 double sided, single-spaced pages with double spaces between paragraphs, and one inch margins.
- The preferred page maximum does not include attachments.
- Use Arial font in at least a 10 point size

Innovative Senior Center Solicitation
Instructions

Scoring of Solicitation Responses

The Agency reserves the right to conduct site visits and/or interviews and/or request that proposers make presentations and/or demonstrations, as the Agency deems applicable and appropriate. Within each of the six service areas (meals, benefits, health promotions, socialization, linkages, and transportation), responses to the three categories (Experience, Demographics, Service Model) will be rated on a scale of 1 to 5. Operation Schedule, Location/Facilities/Sites, and Staffing will also be rated on a scale from 1 to 5.

Geographically Based Centers: 100 possible points

- Program background: 15 points
- Community data: 20 points
- Program design: 30 points
- Operation Schedule: 5 points
- Location/Facility/Multiple Sites: 15 points
- Staffing: 15 points

Award Methodology

Contracts will be awarded for the Brooklyn competition to the responsible proposers whose proposals are determined to be the most advantageous to the City, pursuant to the evaluation criteria set forth in this solicitation. Proposals determined non-responsive will not be considered for contract award. Contingent upon the availability of funding, DFTA will award up to two awards in Brooklyn. Only one award will be made in any CD. The proposed site address will be used to determine the CD proposed for. The contracts will be awarded to the highest technically-rated proposers. If the two highest scoring proposals are located in the same CD, DFTA will skip the second highest scorer and move on to the next highest scoring proposal. DFTA reserves the right to skip a proposer if that proposer is located in a Community District that is adjacent to the first Brooklyn ISC Community District awarded.

Only one ISC award may be made per vendor. A list of vendors already awarded an ISC can be found at http://www.nyc.gov/html/dfta/downloads/pdf/pr_release/innovative_senior_center.pdf. Providers already awarded an ISC contract are not eligible to receive an ISC award through this solicitation. Additionally, only one ISC award will be made for each community district. If a proposer is eligible for more than one contract award from this solicitation, DFTA solely reserves the right to determine which community district the proposer will be awarded. If a Neighborhood Center is eligible for an ISC award, the proposer will need to decide between continuing as a Neighborhood Center or entering into a new contract as an Innovative Senior Center.

Pre-Proposer's Conference

A Pre-Proposer's Conference will be held on **March 30, 2012 at 1 p.m., 2 Lafayette Street, 7th Floor Conference Room, New York, NY 10007.**

Submission Process

Completed proposals and supporting documentation should be emailed to BrooklynISC@aging.nyc.gov. Separate proposals need to be submitted if Providers are applying for an ISC in more than one CD. When submitting electronically, please remember to factor in your email attachment size limits. DFTA strongly encourages the applicant to save separate files for each attachment and label them carefully, including the name of your organization on the label. If you are unable to submit electronically, hand deliver five paper copies (the original and four copies) to Betty Lee at the Department for the Aging, 2 Lafayette Street, Room 400, New York, NY.

Due Date

Complete proposal packets must be received by 2:00 pm, April 27, 2012. This will be confirmed by the time stamp on the email for electronic submissions and by the time the packet is received by DFTA for hand delivered submissions.

Contract Term

The anticipated contract term will last for three years. At its sole discretion, the Department for the Aging reserves the right to renew the contract for an additional three-year period.

VNC Fee Implementation Language

Pursuant to PPB Rule 2-08(f)(2), the contractor will be charged a fee for the administration of the VENDEX system, including the Vendor Name Check process, if a Vendor Name Check review is required to be conducted by the Department of Investigation. The contractor shall also be required to pay the applicable required fees for any of its

Innovative Senior Center Solicitation Instructions

subcontractors for which Vendor Name Check reviews are required. The fee(s) will be deducted from payments made to the contractor under the contract. For contracts with an estimated value of less than or equal to \$1,000,000, the fee will be \$175. For contracts with an estimated value of greater than \$1,000,000, the fee will be \$350.

Compliance with Local Law 34 of 2007

Pursuant to Local Law 34 of 2007, amending the City's Campaign Finance Law, the City is required to establish a computerized database containing the names of any "person" that has "business dealings with the city" as such terms are defined in the Local Law. In order for the City to obtain necessary information to establish the required database, vendors responding to this solicitation are required to complete the attached Doing Business Data Form (see Appendix E) and return it with this proposal. (If the responding vendor is a proposed joint venture, the entities that comprise the proposed joint venture must each complete a Data Form.)

If the City determines that a vendor has failed to submit a Data Form or has submitted a Data Form that is not complete, the vendor will be notified by the agency and will be given four (4) calendar days from receipt of notification to cure the specified deficiencies and return a complete Data Form to the agency. **Failure to do so will result in a determination that the proposal is non-responsive.** Receipt of notification is defined as the day that the notice is e-mailed or faxed (if the vendor has provided an e-mail address or fax number), or no later than five (5) days from the date of mailing or upon delivery, if delivered.

Resources

- Goals & Vision Statement: http://www.nyc.gov/html/dfta/downloads/pdf/gv_statement81310.pdf
- Profile of Older New Yorkers:
http://www.nyc.gov/html/dfta/downloads/pdf/older_new_yorker_publication_march_2010.pdf
- Age Friendly NYC: <http://www.nyc.gov/html/dfta/downloads/pdf/agefriendlynyc.pdf>
- New York Academy of Medicine report:
<http://www.nyam.org/news/publications/research-and-reports/hp-1.html>
- Brookdale report: <http://www.brookdale.org/DFTA.htm>
- Creating an Effective Fitness Program:
http://www.nyc.gov/html/dfta/downloads/pdf/training/effective_fitness_guidebook_609.pdf
- DFTA Transit Maps: http://www.nyc.gov/html/dfta/downloads/pdf/dfta_sc_maps.pdf

Section II Part 1: Geographically-Based Innovative Senior Center Service Narrative

The key goal of the ISC initiative is to achieve the full potential of senior centers in New York City to meet the particular needs and desires of older people for center-based programming. As shown in this Narrative, DFTA expects that ISC's will achieve this creative potential in several ways. Geographically-based ISC applicants will exhibit a full understanding of the interests and needs of both current and potential new clients throughout the ISC Community District catchment areas. Applicants will demonstrate imaginative ways of reaching and attracting potential new participants of various demographic profiles that make up a particular community. Proposals will lay out a coherent and comprehensive plan for how the ISC will optimize services within the six categories enumerated below that go beyond the service profile typically seen in the New York City senior center network, so as to 1) enhance the services offered with available funds, and 2) maximize the numbers and variety of people throughout the community who attend the centers. Finally, ISC's are strongly encouraged to suggest special programming that is cutting edge in its design and clearly tailored to the make-up of community members.

When crafting your narrative in response to the questions below, be sure to address the following three topics for each service: 1) Program Background; 2) Community data; and 3) Program Design/Service levels. The narrative should demonstrate that programming will be offered in each of the six service areas – meals; links to public services and benefits; linkages with a rich array of community services; promotion of good physical and mental health and healthy behaviors; opportunities for social engagement, and transportation – of a variety and frequency that meet the needs and desires of neighborhood residents. Proposers are also encouraged to demonstrate their capacity to carry out special programs that meet the particular needs of their own communities, such as an inter-generational program or other special initiatives.

Program Background (15 Points): For each service area, include a description of your organization's experience providing these services to older New Yorkers and how that experience supports the programmatic design of an Innovative Senior Center.

Community Data (20 Points): Using demographic data and other available information sources, provide a description of the community you propose to serve, including the characteristics, preferences and critical issues for seniors living in that community. Demonstrate how the services and programming you already provide or plan to provide will creatively address critical issues in your senior community including poverty, diversity, education, health conditions, and underserved populations. Include how your organization will be responsive to the variety of linguistic and cultural backgrounds in your community as well as how service to seniors across the age spectrum and all income levels will be provided.

Program Design/Service levels (30 Points): Describe how your organization will, through innovative and original programming, meet or exceed the service level requirements (see Appendix A - Service Level Proposal) in each service area. So long as the minimum requirements are met, DFTA welcomes full flexibility in how providers deliver each service. There is no requirement to come up with entirely new programming if your program already largely or fully meets the requirements in an area. DFTA encourages responses that inform the Department of your current programming while explaining how, if needed, adjustments will be made to meet or exceed the requirements. For each service, provide a justification for how the projected services levels (as indicated on the Service Level Proposal) relate to the needs of the community and program capacity. Full contract reimbursement will be based on achieving the average daily attendee number and service level targets. Note: The scoring of service levels will be partially based on how well the proposed levels match the needs of the seniors in the community and program capacity.

Services

1) Meals

Describe in detail what your meal provision will look like. Which meals (breakfast, lunch, dinner) will be offered at the ISC and how many meals daily will be served? Will there be a choice/variety of meals offered to seniors at each meal, such as a soup or salad bar option or therapeutic meals?

2) Benefits

Explain how outreach to center members and to the larger community will be provided in order to publicize the benefits and services available at the center. Will your program do an intake/initial screening for each member

Innovative Senior Center Solicitation
Brooklyn Solicitation

of the center? Describe any additional services your center will provide to ensure seniors are accessing the full complement of benefits available to them.

3) Health Promotions

What are the primary health concerns expressed by seniors in the Innovative Center's catchment area? Based on community data, what major chronic physical and mental health conditions are prevalent in the senior population in the catchment area? For each major health concern/chronic condition, explain how services and programming will be structured to follow best practices and focus on both prevention and disease management.

4) Socialization

Describe how as an Innovative provider your agency will offer opportunities for socialization and enrichment for the center membership that meet or exceed the requirements, and that successfully engage and inspire seniors in multiple ways - socially, intellectually, artistically, spiritually, and technologically. What technology services does your organization currently provide to program participants? If equipment and programming enhancements are needed to create a state of the art computer lab (such as computer upgrades and training for staff and seniors), what would those enhancements be?

5) Linkages

In order to achieve the goals of an ISC as well as to help participants attain access to a breadth of City and neighborhood resources, ISCs need a wealth of linkages with such resources. As an Innovative provider, how will linkages to community resources be developed and maximized in order to provide seniors with a comprehensive experience, and how will your organization interface with the Neighborhood Centers and their members in your catchment area to ensure that participants in those centers can participate in your programming if they desire? Explain how your program will promote volunteerism from both the senior center participants and from other community members. Include a description of the techniques your organization currently uses to market services and identify new partnerships and members. If there is an HHC facility in your catchment area, does your organization already have partnerships with them? If you do not currently have partnerships with the local facility, is your organization considering possible linkages?

6) Transportation

Describe the transportation need in your area and how access to services for area residents will be maximized. How will the program facilitate participants' access to the ISC and other area resources? A variety of transportation options can be combined in order to produce a comprehensive transportation program. These options can include, but are not limited to, public transportation, local transportation programs run by other organizations, walking, voucher programs, and an ISC transportation program.

Section II Part 2: Operations

When crafting your response to Section II Part 2, be sure to highlight all operational features which are innovative and original.

1) Operation Schedule (5 Points)

ISCs will need to be open full-time (minimum 7 hours per day, 250 days per year) but have flexibility to adapt their operating schedule to best meet the needs of seniors in a particular catchment area. Given this, what will the hours of operation be for the ISC and which days of the week will the ISC to be open (can be any combination of weekdays and weekends). How will the planned schedule best meet the needs of the seniors in your community?

2) Site Control (Required, no points assigned)

Provide documentation demonstrating site control. Acceptable documentation can be a lease or letter from the site owner indicating the rent amount and demonstrating that the proposer has or will have site control of the proposed program facility as of the anticipated contract start date and for a period of at least three years. ISCs and Neighborhood Centers (as defined in the Goals & Vision Statement) cannot be co-located at the same site.

Innovative Senior Center Solicitation
Brooklyn Solicitation

3) Location/Facility/Multiple Sites (15 Points)

In order to meet the service level requirements of an ISC (see Appendix A), DFTA's preference is that the proposed ISC facility meet the following criteria: Capacity to accommodate 300 seniors, capacity to serve meals to 150 seniors at one time, and a minimum 10,000 square feet. While this criterion is preferred, flexibility is given based on program design. The proposed site, however, must be located within the borough and CD where you propose to serve the majority or all of your participants, though you may propose to serve participants coming from other CDs as well. The lead agency must be located in Brooklyn. From which location will your organization operate the ISC? Provide a description of the site (square footage, number of floors, number of rooms and room types, site accessibility/ADA compliance). Also, please provide documentation showing the current Certificate of Occupancy and Place of Assembly Permit. If your agency will offer programming at more than one location, provide facility information for the additional site(s). DFTA reserves the right to conduct site visits as part of the scoring process.

4) Staffing (15 Points)

Provide a chart showing where, or an explanation of how, the center will fit into the proposer's organization. Also provide an organizational chart for the proposed ISC, showing types and levels of staff, lines of responsibility and tasks associated with each staff type. Indicate the number of administrative and professional staff to be provided in each category. For the first one hundred participants, each ISC is required to have a full-time Wellness Specialist and a full-time Social Worker. For each additional increment of 100, each ISC is required to have another Wellness Specialist and another full-time Social Worker, or the equivalent through the use of social work interns, proposed program staff doing actual social work or wellness activities, or health promotion consultants. List the qualifications and titles of key personnel who will be responsible for the success of the proposed program. Describe their role in the proposed program, the percentage of time they will devote to the program and how much they will be paid. Include resumes for all key personnel or, if no person currently holds the position, attach job descriptions and a short description of the recruitment plan.