



REQUEST FOR PROPOSAL
Strategic Planning

RFP Issued Date: August 12, 2022
Responses/ Proposals Due: September 12, 2022
Approximate Award Date: By October 1, 2022

INTRODUCTION

Bay Aging, a nonprofit Area Agency on Aging (AAA) and Community Action Agency (CAA), is seeking proposals from qualified parties for assistance in preparing, moderating and creating a Strategic Plan. The agency-wide Strategic Plan needs to follow the Community Service Block Grant (CSBG) Organizational Standards and Planning Process (See Figures 1 and 2).

Bay Aging's Mission & Vision

Mission: To provide the programs and services people of all ages need to live independently in their communities.

Vision: Every person in our service areas will have a CHOICE and range of services that will assist them to remain independent in their chosen home.

BACKGROUND

Bay Aging is a nonprofit 501c3, that was originally established as an Area Agency on Aging in June, 1978; and was further designated as a Community Action Agency in 2006. Since its establishment, Bay Aging has a rich history of delivering professional quality programs and services for people of all ages in the Middle Peninsula and Northern Neck (MP/NN). The MP/NN region covers over 2,600 square miles and encompasses ten rural counties—Essex, Gloucester, King & Queen, King William, Lancaster, Mathews, Middlesex, Northumberland, Richmond and Westmoreland—and two planning districts.

All the jurisdictions within the region are fully or partially designated as Medically Underserved Areas by the Health Resources and Services Administration. Many residents are extremely isolated and in need of services.

Bay Aging is known for its ability to collaborate and form partnerships with federal, state and local governments, community and civic groups, faith communities, and businesses. It is a large part of Bay Aging's culture to partner with others to help strengthen the Middle Peninsula and Northern Neck's livable communities.

As an AAA, Bay Aging serves the Counties of Essex, Gloucester, King & Queen, King William, Lancaster, Mathews, Middlesex, Northumberland, Richmond and Westmoreland.

As a CAA, Bay Aging serves the Counties of Essex, Gloucester, Lancaster, Mathews, Middlesex, Northumberland, Richmond and Westmoreland.

As a CAA, and recipient of CSBG funds, Bay Aging is required to prepare a Strategic Plan every five years and report on progress yearly to the governing board to ensure the agency's mission is moving forward. The last Strategic Plan was prepared in 2018.

CSBG Organizational Standards - Regarding Strategic Planning

The CSBG Organizational Standards, issued in 2015, that address expectations of the agency's Strategic Plans are as follows:

6.1 The organization has an agency-wide strategic plan in place that has been approved by the governing board within the past 5 years.

6.5 The governing board has received an update(s) on progress meeting the goals of the strategic plan within the past 12 months.

STRATEGIC PLAN PROJECT – SERVICES

Bay Aging is seeking responses to this Request for Proposal (RFP) in order to contract a party for assisting in formulating a Strategic Plan that aligns with the agency's mission and vision statements.

Scope of Work

1. Create and lead a Strategic Planning process, including facilitating Leadership Staff (& Board Members') input via creative processes and/or meetings, which result in a full plan that the agency can utilize for goals and objectives in the next five years: January 2023 – December 2027. (Organizational Standard 6.1)
2. Work with the Executive Director and the Director of Planning and Development at Bay Aging to ensure the process is comprehensive, inclusive and relevant. Submit an outline of your process with a projected timeline.
3. Work with Leadership Staff to create a Strategic Plan that will have measurable, annual goals. (Organizational standard 6.5).
4. Create a final Strategic Plan, in publishable format, with all rights given to Bay Aging for its use as deemed appropriate.
5. Present a summary of the final Strategic Plan to the Bay Aging Board of Directors at a bi-monthly board meeting, upon completion. (May be presented virtually.)
6. Ensure top priorities identified in Community Needs Assessment are addressed.

Proposal Requirements

1. An intro page or letter explaining interest, summarizing relevant qualifications and experiences.
2. Provide the full name, address, and phone number of your main office and contact

information. Include the email and direct phone number of the individual who is the primary contact for the RFP.

3. Describe experience- including working with Areas Agencies on Aging, Community Action Agencies and/or similar nonprofit organizations preparing Strategic Plans. Provide/attach example(s) if possible.
4. Proposed cost of the service to include estimated incidental expenses.
5. Include a brief summary overview describing how you foresee administering this project successfully. Please include a brief project timeline.
6. Provide two professional references including Name, Address, Email, Phone #
7. Include any information that you think will enhance the RFP.

Bay Aging Responsibilities

1. Work with the contracted party to ensure relevant, forward-thinking information and goals are included in the Strategic Plan.
2. Work with the contracted party to provide relevant information needed to help formulate the Strategic Plan in accordance with the agency's mission and vision statements.
3. Approve/Review the overall timeline of the project and provide feedback.
4. Provide Bay Aging logo for materials and related needs.
5. Assist with communicating with Leadership Staff and Board Members, when appropriate.
6. Assist with encouraging participation from Staff/Board, in the creative process.
7. Reimbursement of the contracted party for expenses as outlined in the final contract. Timely payment of invoices received.

Payments

The payment schedule will be negotiated as part of the contract for services. Requests for payment shall be processed upon the receipt of invoices from contracted party. All invoices shall document the tasks completed and other billable expenses.

Selection Process

The proposals submitted will be evaluated by an internal team utilizing the (100) point system indicated below. We anticipate that the selection will be completed within a month of receipt.

1. The capacity of contracted party to perform work in a timely manner. (15 points)
2. Ability to formulate a Strategic Plan with the agency's mission & vision statements in mind. Knowledge of Strategic Planning, Area Agencies on Aging & Community Action Programs, including examples. (20 points)
3. Experience moderating and facilitating meetings/groups effectively. (15 pts)
4. Strength of process/project summary. (30 pts)
5. Competitiveness of proposed cost. (15 points)
6. Other relevant strengths. (5 pts)

How to Submit Proposals

Please email proposal submissions. Send to Stephanie Hutton at shutton@bayaging.org

Submit proposals by 5:00pm on September 12, 2022

Direct questions regarding this RFP to Stephanie Hutton, Manager, Administration & Operations at shutton@bayaging.org

Independent Contractor

It is expressly understood that all persons employed by Bay Aging in the performance of any work or services required or provided in the awarded contract is an independent contractor and shall not be considered employees of Bay Aging for any purposes whatsoever. Including, but not limited to, workers' compensation coverage, unemployment insurance benefits, social security coverage, or retirement membership or credit, or any such claims shall in no way be the obligation or responsibility of Bay Aging. The successful responder must provide W9 tax documentation.

Insurance Requirements

The successful responder must provide a Certificate of Insurance. If the responder is self-insured, they must provide a Certificate of Self-Insurance. Maintain general liability insurance with minimum limits of \$1,000,000 occurrence & aggregate.

This RFP does not obligate Bay Aging to award a contract, and Bay Aging the right to cancel the solicitation if considered to be in our best interest. Bay Aging reserves the right, for any reason to accept or reject any one or more proposals submitted. Bay Aging is not liable for any cost incurred by proposers in replying to this RFP. All submissions become the property of Bay Aging.

FIGURE 1. COMMUNITY ACTION STRATEGIC PLANNING PROCESS

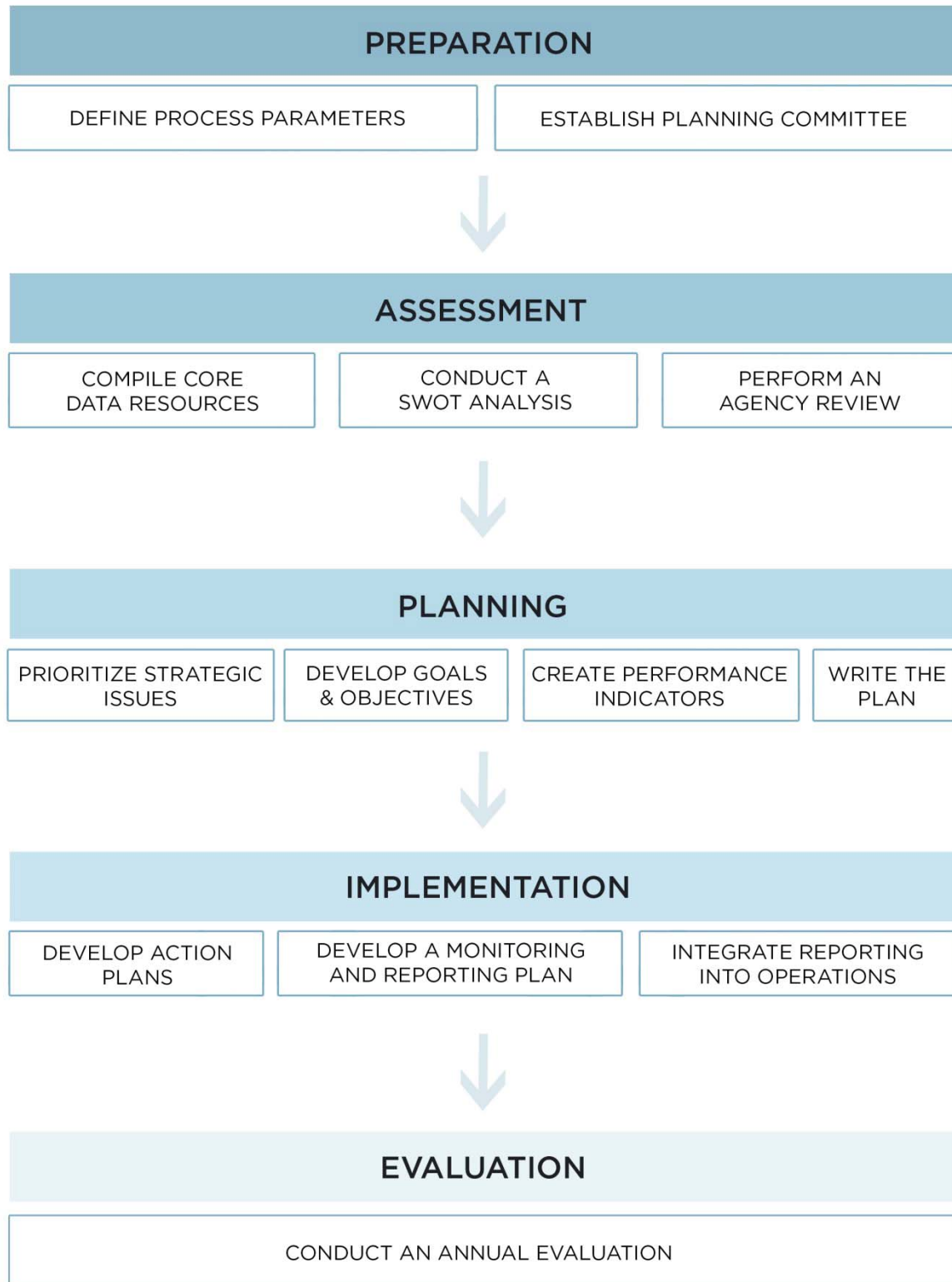


FIGURE 2. PLANNING IN COMMUNITY ACTION

CSBG Organizational Standards

In January 2015, OCS released IM 138, State Establishment of Organizational Standards for CSBG Eligible Entities, under 678B of the CSBG Act, 42.U.S.C § 9914. This established 58 organizational standards for private nonprofit CAAs and 50 for public CAAs that are organized into nine categories. Category Six of the Organizational Standards addresses requirements for strategic planning.

Standard 6.1 The organization has an agency-wide* strategic plan in place that has been approved by the governing board within the past 5 years.

Standard 6.2 The approved strategic plan addresses reduction of poverty, revitalization of low-income communities, and/or empowerment of people with low incomes to become more self-sufficient.

Standard 6.3 The approved strategic plan contains family, agency, and/or community goals.

Standard 6.4 Customer satisfaction data and customer input, collected as part of the community assessment, is included in the strategic planning process.

Standard 6.5 The governing board has received an update(s) on progress meeting the goals of the strategic plan within the past 12 months.

*The strategic plan will encompass all Bay Aging's programs and services within three main divisions: Health, Housing, and Transportation. In addition to CAA focus, attention should also be given to older adults and underserved populations.