

OUR CITY OF MADISON



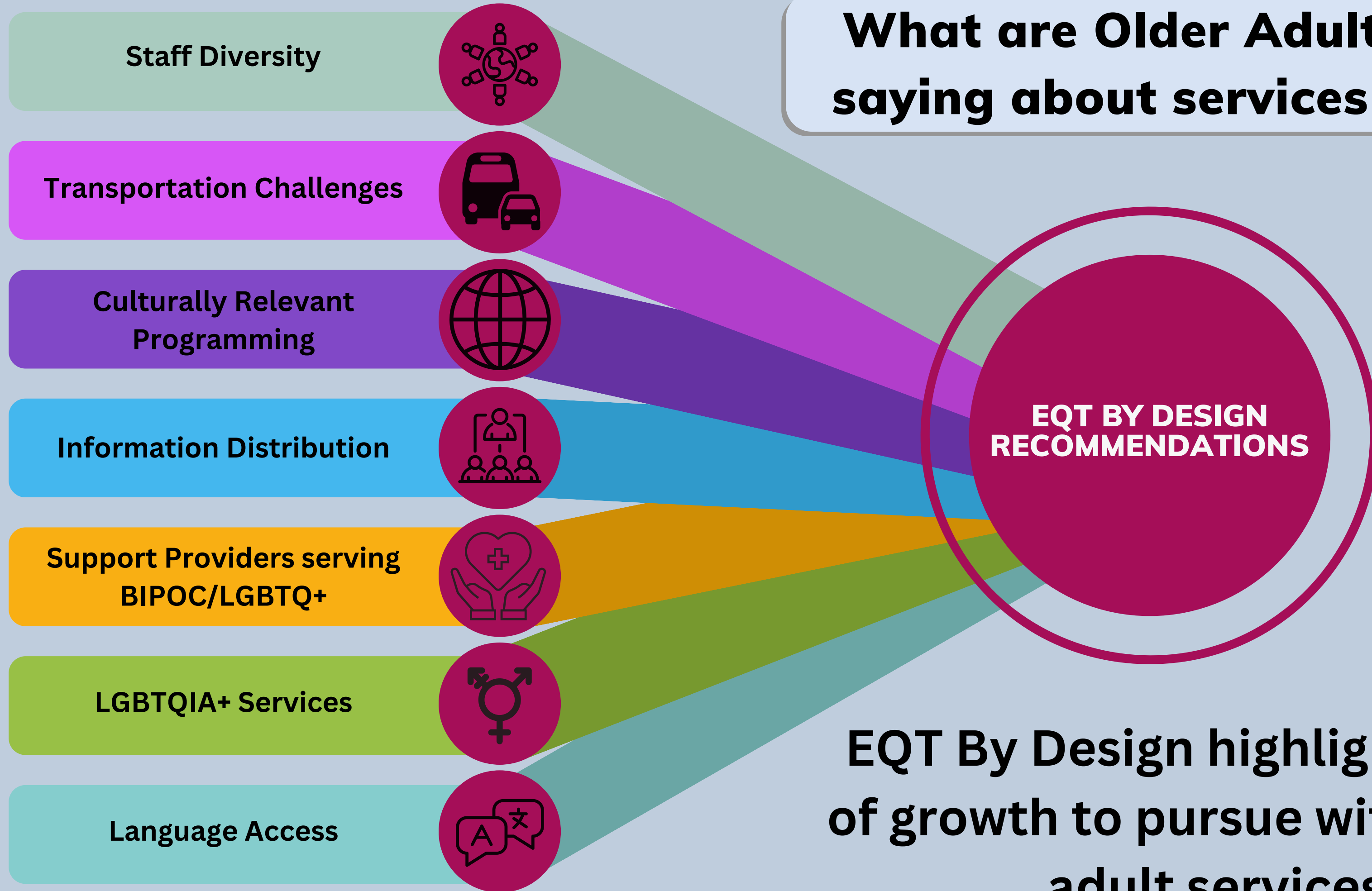
**Committee on Aging
Older Adult Services Funding Recommendations
September 25, 2024**



Request for Proposal (RFP) Timeline

Finance Committee	5/13/2024
Common Council Approval	5/21/2024
Publish RFP	5/24/2024
Older Adult Services RFP Workshop	6/5/2024
Required Submission of Letter of Intent	6/17/2024
DEADLINE FOR SUBMISSION OF PROPOSALS	7/1/2024
Applicant Presentations	8/28/2024
Committee on Aging Meeting – Finalize Funding Recommendations	9/25/2024
Resolution with Funding Recommendations Introduced to Common Council	10/8/2024
Finance Committee Action	10/14/2024
Common Council Action	10/29/2024
Applicants notified of Funding Allocations	10/30/2024
Anticipated contract start date	1/1/2025

What are Older Adults saying about services?



EQT By Design highlights areas of growth to pursue within older adult services

CDD PRIORITIES

- LOW-INCOME OLDER ADULTS
- CULTURALLY AND LINGUISTICALLY RESPONSIVE TO ALL RESIDENTS
- HISTORICALLY MARGINALIZED GROUPS SUCH AS BIPOC, LGBTQIA+, AND LIMITED ENGLISH PROFICIENT (LPE) IDENTIFYING INDIVIDUALS.

COMMUNITY DEVELOPMENT DIVISION

2024 OLDER ADULT SERVICES RFP



Service Areas

Case Management Services

Culturally Relevant Services

Independing Living Support Services

Outreach, Information, Referral Services

JOINT MULTI/AGENCY PROPOSALS

- Highly Encouraged
- Different application types
 - Single Agency
 - Joint/Multi-Agency
- 0 Joint/Multi-Agency applicants for 2024 RFP

PROPOSAL OVERVIEW



\$1.6M+

REQUESTED
FUNDS

15

APPLICANTS

\$838,039K

FUNDS AVAILABLE

24

PROPOSALS

LEVEL SETTING



\$115K

SE ASIAN
OLDER
ADULTS

15

CULTURALLY
RELEVANT

5

CASE
MANAGEMENT

2

INDEPENDENT
LIVING AND
SUPPORT

2

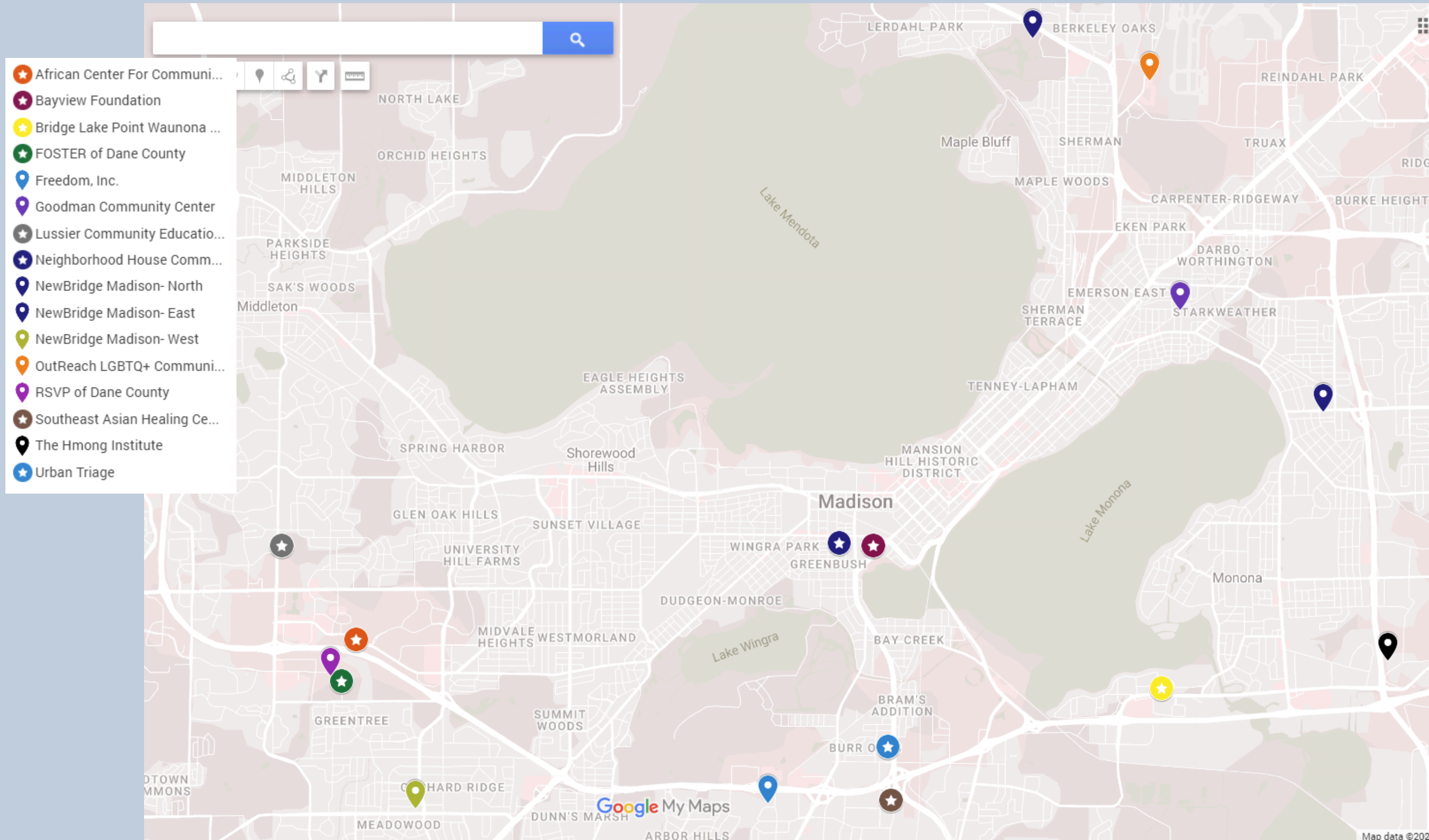
INFORMATION,
OUTREACH,
REFERRAL

\$838,039K

FUNDS AVAILABLE

Applicants in the City of Madison

[click here for map](#)



THE REVIEW TEAM



16 Reviewers from 11 different organizations

ORGANIZATION'S HISTORY OF SERVING OLDER ADULTS



DEMONSTRATES ITS CAPABILITY AND COMMITMENT TO ADDRESSING THEIR UNIQUE NEEDS.

STAFF EXPERIENCE



ENSURE THAT THE PROGRAMS ARE EFFECTIVELY MANAGED AND DELIVERED.

NEED FOR THE PROGRAM



PROGRAMS ARE PRIORITIZED BASED ON THEIR ABILITY TO ADDRESS CRITICAL GAPS IN SERVICES FOR OLDER ADULTS WITHIN THE COMMUNITY.

RECOMMENDATION CONSIDERATIONS

CULTURAL RELEVANCE



CULTURALLY RELEVANT PROGRAMS ARE ESSENTIAL TO MEET THE DIVERSE NEEDS OF OLDER ADULTS, ENSURING INCLUSIVITY AND EFFECTIVENESS.

PROPOSED ACTIVITIES



THE SPECIFIC ACTIVITIES PROPOSED DETERMINE THE PROGRAM'S POTENTIAL IMPACT AND ALIGNMENT WITH FUNDING GOALS FOR OLDER ADULT SERVICES.

COORDINATION WITH FAMILIES/COMMUNITY



ENHANCES PROGRAM SUPPORT, ENSURING HOLISTIC CARE FOR OLDER ADULTS.

RECOMMENDATION CONSIDERATIONS

COLLABORATION WITH OTHER PROVIDERS



FOSTERS RESOURCE SHARING AND INTEGRATED CARE, AMPLIFYING THE PROGRAM'S REACH AND EFFECTIVENESS.

PROPOSED OUTPUTS



CLEAR, MEASURABLE OUTPUTS AND SUBSTANTIAL POLICIES/PROCEDURES FOR DATA USAGE ALLOW FOR THE ASSESSMENT OF A PROGRAM'S SUCCESS IN DELIVERING TANGIBLE BENEFITS TO OLDER ADULTS.

GEOGRAPHIC LOCATION



PROGRAMS IN UNDERSERVED OR HIGH-NEED AREAS ARE PRIORITIZED TO ENSURE EQUITABLE DISTRIBUTION OF SERVICES ACROSS THE COMMUNITY.

RECOMMENDATION CONSIDERATIONS

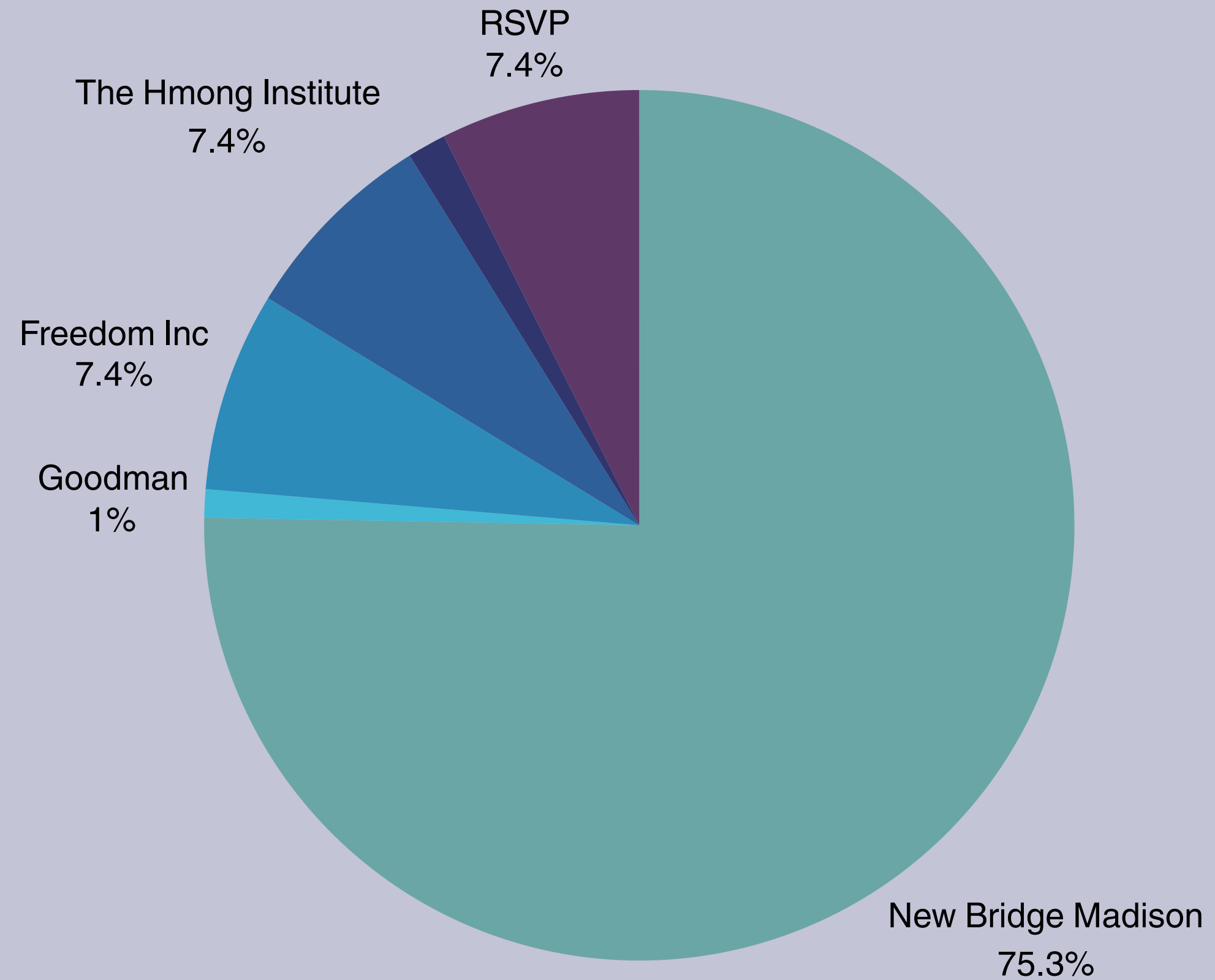
ALLOCATION RECOMMENDATIONS



CURRENT FUNDED AGENCIES

Agency	Total Funding Amount (2024)
Freedom Inc	\$61,813
Goodman Community Center	\$8,743
NewBridge Madison	\$627,970
Outreach Inc.	\$12,030
The Hmong Institute	\$61,813
RSVP	\$61,813

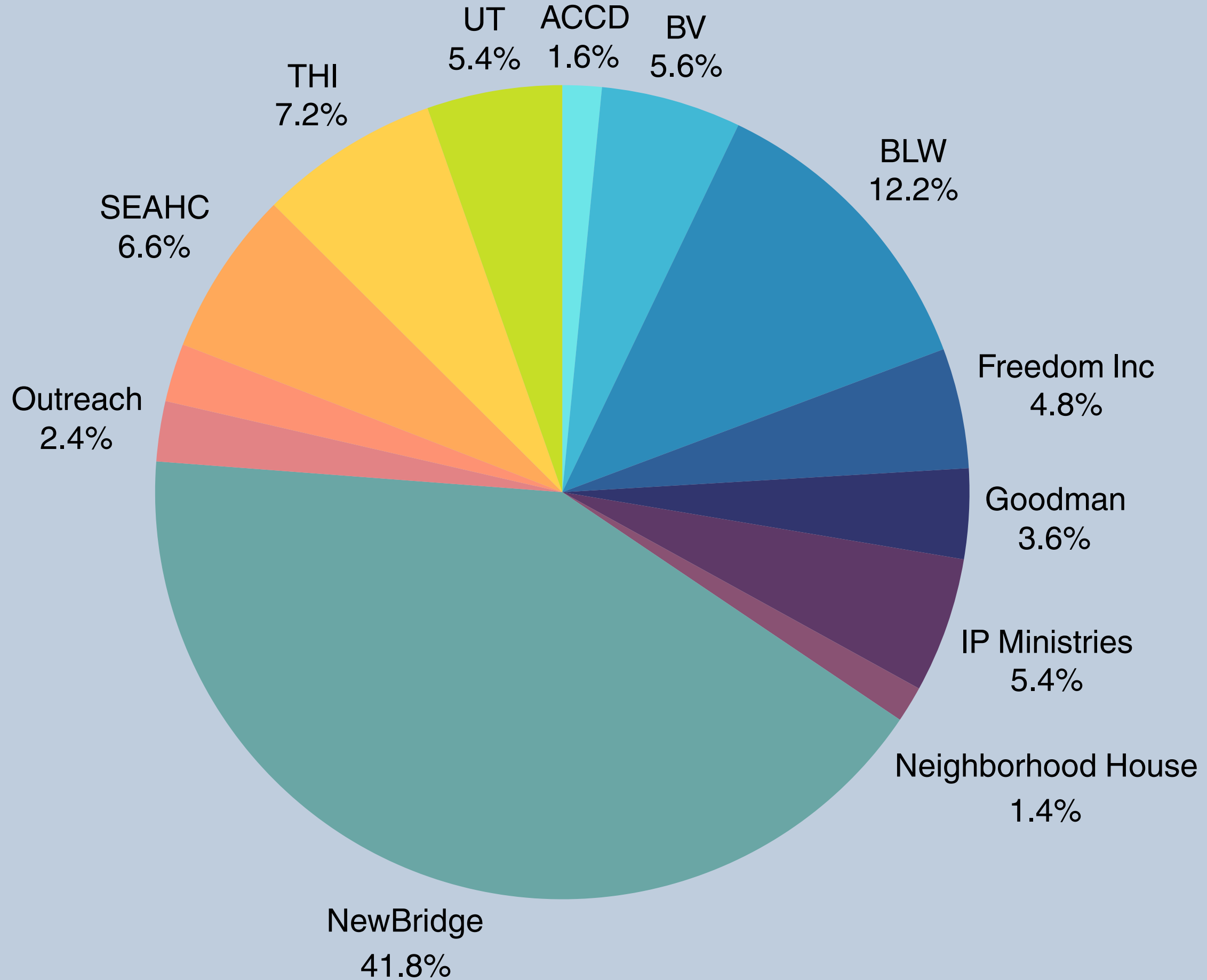
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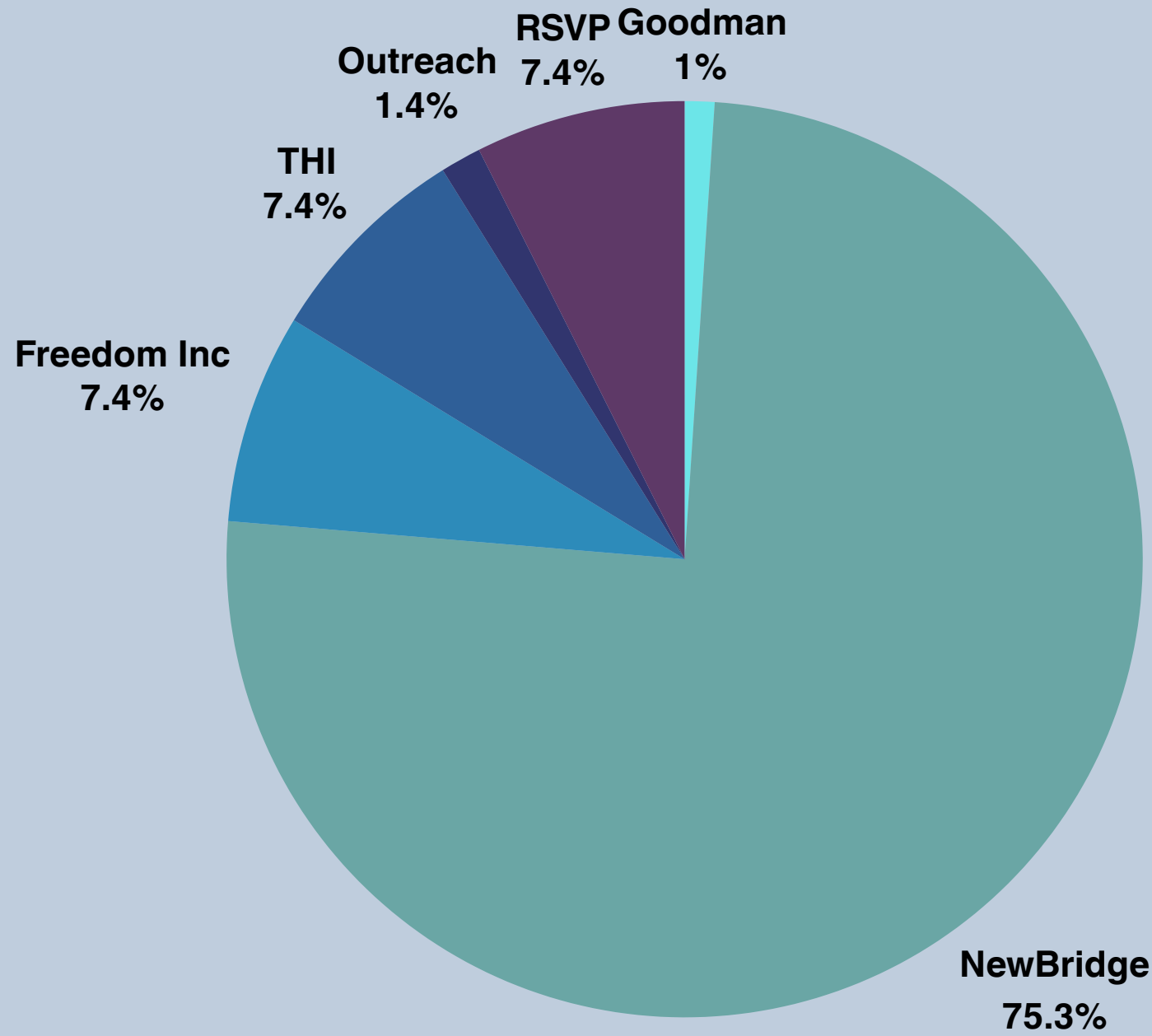
FUNDING RECOMMENDATIONS

Agency	Program	Recommendation	Agency	Program	Recommendation
African Center for Community Development	Baobab Senior Circle	\$6,520.00	Neighborhood House Community Center	Older Adult Programs	\$12,000.00
African Center for Community Development	Community ElderConnect	\$6,520.00	NewBridge Madison	Home Chore and Volunteer Guardian Services	\$100,000.00
Bayview Foundation	Older Adult Support and Case Management Services	\$20,000.00	NewBridge Madison	Case Management	\$250,000.00
Bayview Foundation	Bayview Healthy Aging	\$26,600.00	Outreach, Inc	LGBTQ+ older adult services	\$20,000.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Program	\$62,000.00	RSVP of Dane County	Community Connections and Telephone Reassurance	\$19,399.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Resource and Referral Program	\$40,000.00	Southeast Asian Healing Center, Inc	Southeast Asian Seniors Services	\$55,000.00
Freedom, Inc	Freedom Elder Program	\$40,000.00	The Hmong Institute	Hmoob Kaj Siab	\$60,000.00
Goodman Community Center	Goodman Older Adult Programming	\$30,000.00	Urban Triage	Supporting Healthy Elders	\$45,000.00
IP Ministries	Memory Collectors Storytelling project: fighting alzheimers with art	\$45,000.00			

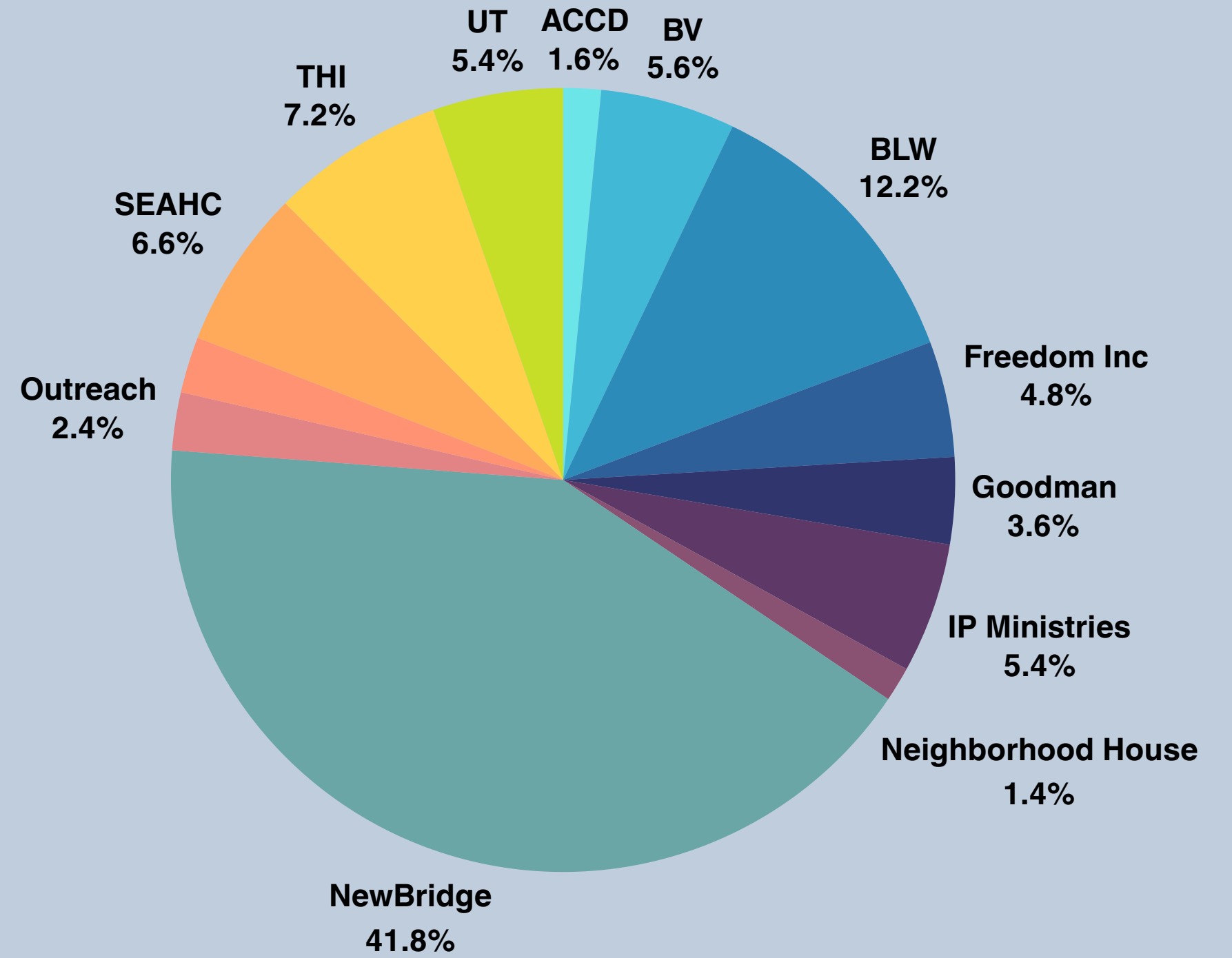
FUNDING RECOMMENDATIONS



CURRENT FUNDED AGENCIES



RECOMMENDED AGENCIES



Transportation
Challenges



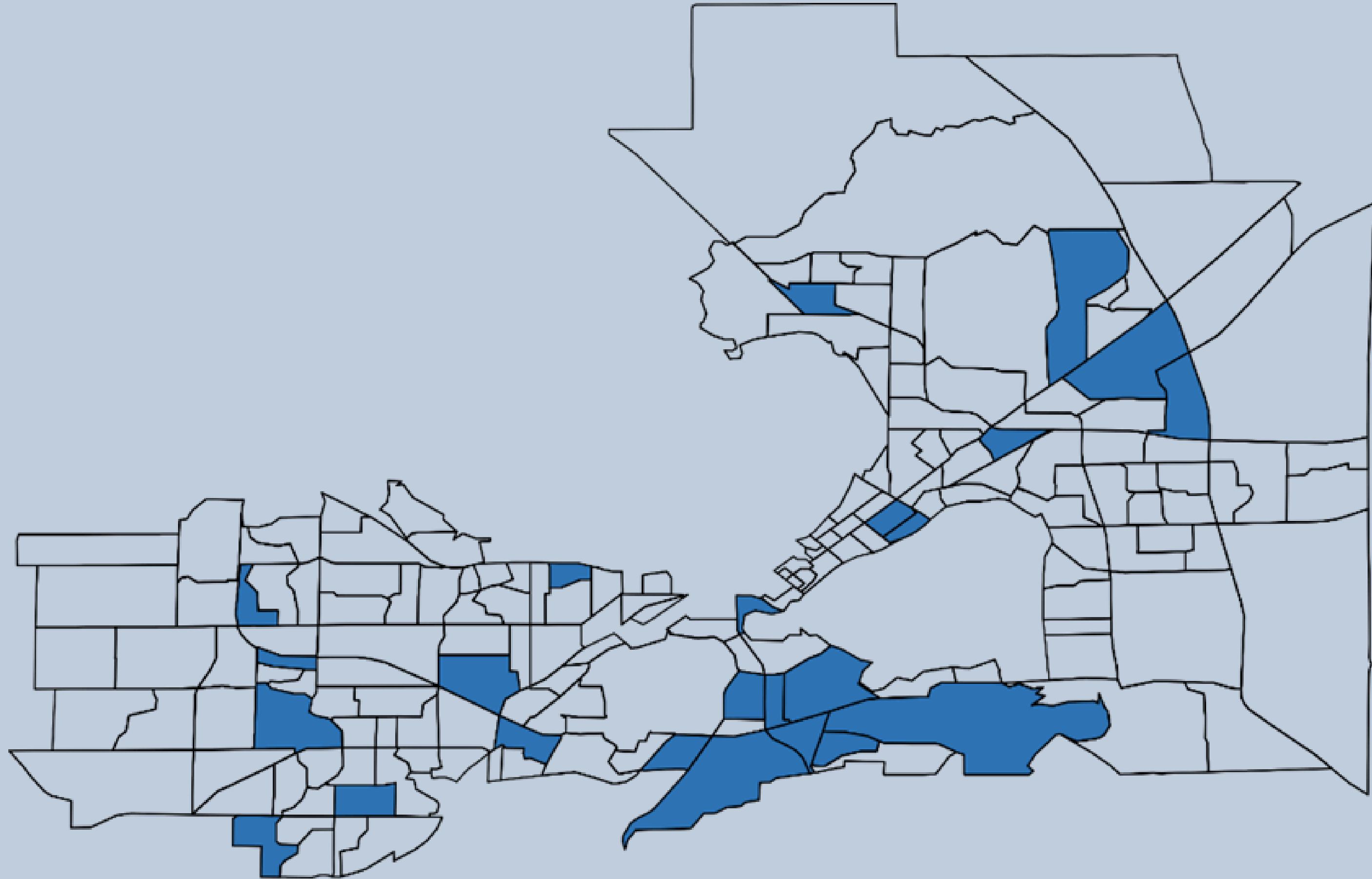
**What are Older Adults
saying about services?** NOELYPH

Addressing Transportation Challenges

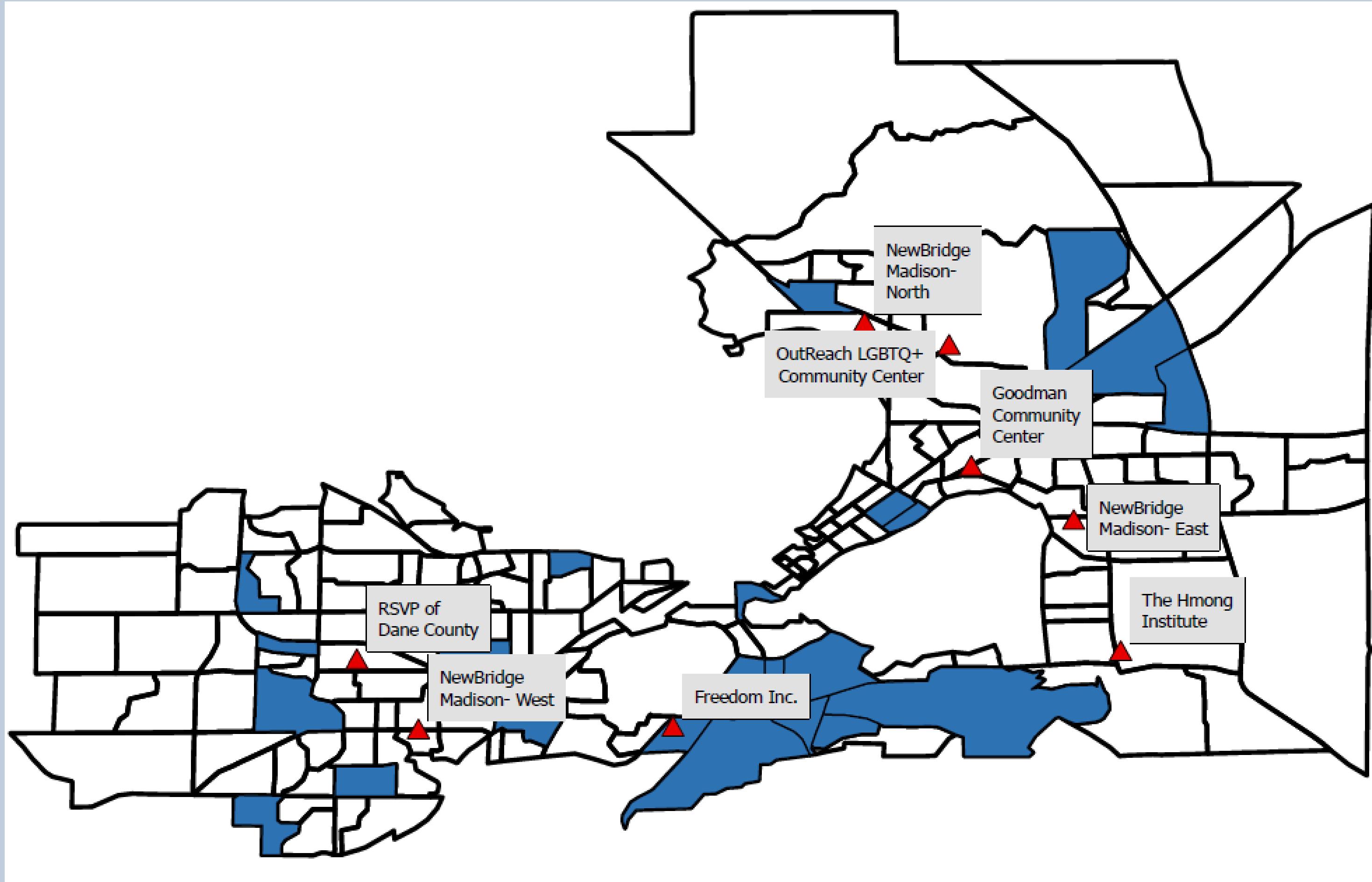
An Invite to Place-Based
Programming + Equity
Priority Mapping

**EQT BY DESIGN
RECOMMENDATIONS**

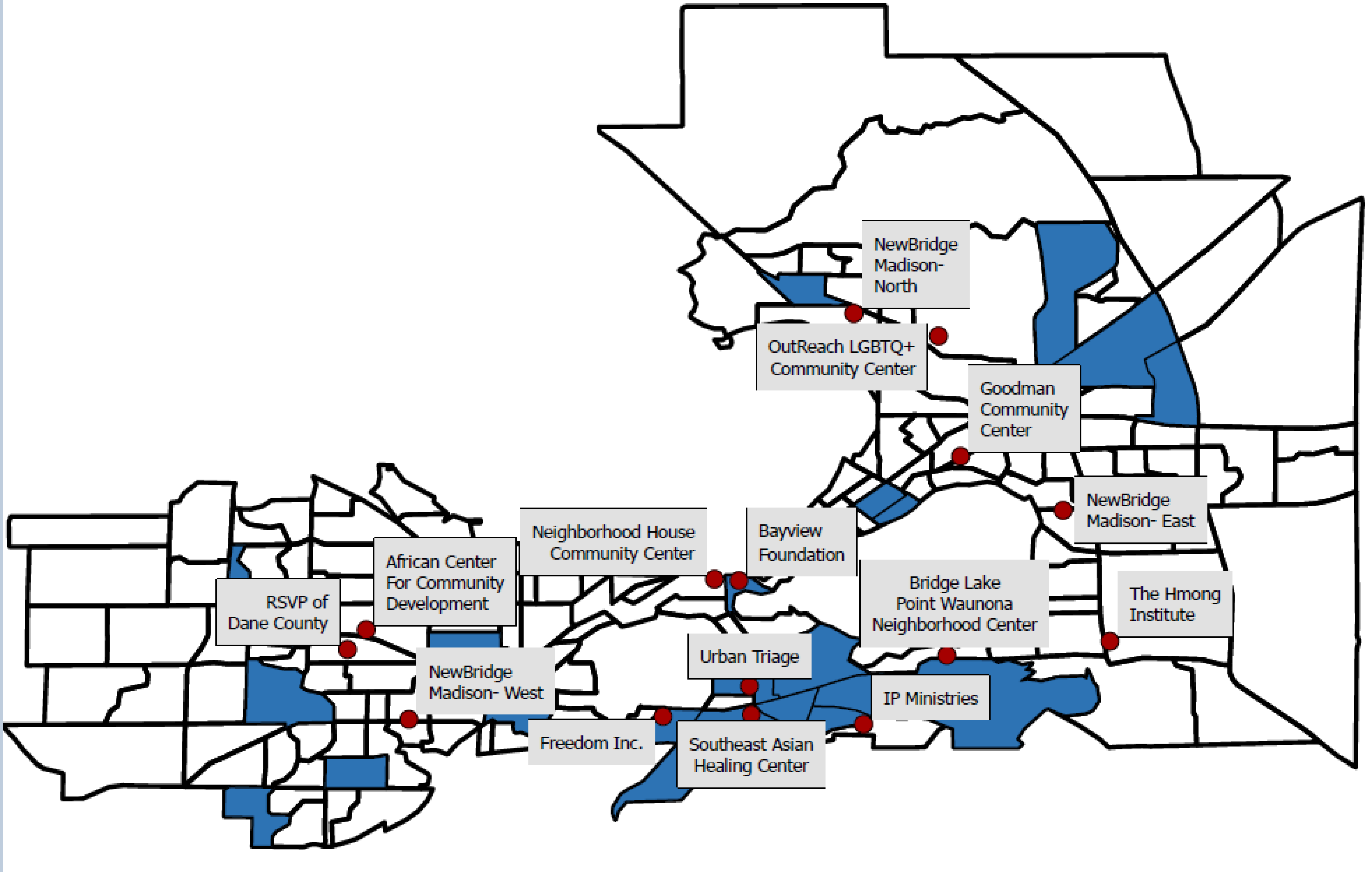
EQUITY PRIORITY AREAS



EQUITY PRIORITY AREAS - Current Funded Agencies



EQUITY PRIORITY AREAS - Agencies Recommended for Funding



Agency	Program	Recommendation
African Center for Community Development	Baobab Senior Circle	\$6,520.00
African Center for Community Development	Community ElderConnect	\$6,520.00
Bayview Foundation	Older Adult Support and Case Management Services	\$20,000.00
Bayview Foundation	Bayview Healthy Aging	\$26,600.00
Bridge Lake Point Waunona Neighborhood Center	Older Adult Program	\$62,000.00
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NewBridge Madison	Home Chore and Volunteer Guardian Services	\$100,000.00
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RSVP of Dane County	Community Connections and Telephone Reassurance	\$19,399.00
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Thank you

