

DESCRIPTION OF WORK
Age Friendly Edmonton
“Report to the Community” Writing

Part A - Summary

Age Friendly Edmonton is seeking a consultant with significant experience analyzing and utilizing various sources in order to write and edit policies, plans, and/or strategies for orders of government and/or community initiatives. The consultant will support Age Friendly Edmonton to complete a “Report to the Community”.

Project Title: Age Friendly Edmonton - Writing

Part B - Background

Age Friendly Edmonton (AFE) is an initiative to build our city in a way that values, respects and actively supports the well-being of its seniors. Co-led by the City of Edmonton and the Edmonton Seniors Coordinating Council, AFE brings together leaders and volunteers committed to local action based on the World Health Organization’s Age Friendly Cities Guide. In 2013, City Council funded Age Friendly Edmonton (AFE), to implement a five-year work plan (2013-2017) “Vision for An Age Friendly Edmonton”. The “Vision” includes 9 Strategic Domain areas with 18 goals and 58 proposed actions. The work of nearly 60 projects was undertaken by Working Groups composed of City staff and representatives from the senior-serving sector, Government of Alberta, Alberta Health services, community volunteers, and others.

Part C - Scope

The Project involves writing the “Report to the Community” on behalf of Age Friendly Edmonton. It is expected that the Writer will become familiar with the issue and related materials, attending meetings as required.

This report will consist of, at minimum:

- Background and history of age-friendly movement and Age Friendly Edmonton
- Comprehensive description of Age Friendly Edmonton’s accomplishments, including but not limited to:
 - Summary of Working Groups
 - Detailed findings and actions of each Domain
 - Evidence of progress and milestones
- Comprehensive description of Age Friendly Edmonton’s process, including but not limited to:
 - Structure and governance

- Shifts in environment and approach over five years
- Evaluation efforts and key learnings
- Collaboration efforts and key learnings
- Comprehensive description of Age Friendly Edmonton's future, including but not limited to:
 - Advancing Age Friendly Edmonton project
 - Next phase of work and structure

Objectives

- The report will provide a comprehensive compilation of the first five years of the Age Friendly Edmonton initiative.
- The report will be used for various purposes, including communicating to stakeholders, the public, sector leaders, and City Council.
- It is expected that professional writing of the report will result in a document that is organized and presented in a manner that is accessible and interesting to a wide audience

Part D – Deliverables and Reporting

Tasks

- Project initiation and scoping with Project Managers
- Review and analysis of existing materials, as provided by Project Managers
- Meeting with Project Managers as required to determine success factors, risks and mitigations, emerging issues and themes
- Work with Project Managers to determine the the desired tone, language and look-and-feel of the strategy
- Synthesis of existing materials and public engagement information, as well as the emerging issues and themes identified by the Project Managers into draft text
- Create concepts for the report for Project Managers approval
- Drafting and revisions of text

Deliverables

- Detailed notes of each meeting that will be the basis for minutes and identifying themes, content, and decisions that feed into the final report
- Draft of text submitted to Project Managers for review
- Up to three rounds of revisions to text, with additional rounds of revision to be charged in addition to the amount budgeted
- Finalize report in versions useable for print, email and web

Reporting

- Weekly telephone or email reporting to Project Managers on progress, timelines, emerging issues, etc.

Timelines

Bi-weekly or monthly meetings as needed. Report to be completed by end of Feb. 2018 to hand off to graphic designer.

Part E – Application

Budget

- Provide detail on the budget breakdown to complete this project.
- Describe any budget restraints

Submitting a Proposal

Include an overview of who would be the principal writer and whether there would be additional team members involved, including a description of roles and qualifications. The **deadline** for proposals to write the Age Friendly Edmonton “Report to the Community” is **November 24, 2017**.

Please submit proposals to: The Edmonton Seniors Coordinating Council (ESCC)
Attention Sheila Hallett, Executive Director

E-mail: sheila@seniorscouncil.net

Fax: 780-428-3844

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