

Framework for Services for Older Adults  
REQUEST FOR PROPOSALS  
Role: Evaluation Specialist

## 1. Summary and Background

- ESCC has been tasked by the City of Edmonton to provide leadership and perform the backbone role for the development of a Framework to support the Coordination of Services for Edmonton's older adults
- The intention is to create a community-led, citywide 'network' which would support the Coordination of Services for Edmonton's older adults
- The vision is: to facilitate equity of access and opportunity to resources that address health and social determinants for older adults to enable aging in community.
- What it will take: An effective 'network of change makers' committed to finding better, sustainable ways of working together to transform how healthy aging is imagined, invested in and supported in community.

Edmonton Seniors Coordinating Council (ESCC) is currently accepting proposals for the design and implementation of a Developmental Evaluation Plan for the 'Framework to Support Coordination of Services for Edmonton's Older Adults.' The draft roadmap for this collective impact initiative can be found <https://seniorscouncil.net/uploads/files/DRAFT-Stakeholder-Info-Package-Framework-Transformation.pdf>

The purpose of this Request for Proposal (RFP) is to solicit proposals from evaluation professionals, based on criteria listed herein, in order that ESCC may select a contractor who will deliver the most complete and comprehensive tasks and projects within the time and budget limits.

The successful contractor(s) will report to the Edmonton Seniors Coordinating Council's Executive Director and will work with the Backbone Team.

## 2. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted by email until 9:00 a.m. Tuesday, April 13, 2021. Proposals must be in Microsoft Word or portable document format (PDF) and be addressed to:

Sheila Hallett, Executive Director  
Edmonton Seniors Coordinating Council  
[Sheila@Seniorscouncil.net](mailto:Sheila@Seniorscouncil.net)

Proposals received after this date and time will be rejected. All proposals must be signed by the individual contractor or, in the case of a company or organization, by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or sub-contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Any proposals which call for outsourcing or sub-contracting work must include a name and description of the organization(s) being sub-contracted.

Proposals must specify the number of hours estimated to complete each project or task within the comprehensive plan. Contract terms and conditions will be negotiated upon selection of the winning bidder for

this RFP. All contractual terms and conditions will be subject to review by the Edmonton Seniors Coordinating Council and will include scope, budget, schedule, and other necessary items pertaining to the project.

The total cost of the work performed by the contractor(s), including any out-sourced or sub-contracted work, shall not exceed twenty five thousand dollars including GST (\$25,000) per evaluation year. Budget may be negotiable, if the direction or scope of this evaluation should change during development stages.

### **3. Project Purpose and Description**

#### **Objective**

Provide the ESCC backbone team with the following tasks/projects: evaluation design; data collection; analysis; facilitation if needed; and support with reflection that will influence the development and implementation of various components of the Framework. A yearly progress report will be required.

The successful proposal will incorporate a developmental evaluation approach which would measure progress toward the Framework outcomes. Work would include helping 'the network' assess results and determine if approaches should be adjusted. As this is a collective impact project with an aim for system change, there are several components, and the plan would address each of these components and the overall network.

The evaluation contract proposal must address the following:

- Developing a plan for the evaluation of engagement and mobilization of stakeholders related to the creation of a Framework to Support Coordination of Services For Edmonton's Older Adults
- Developing a plan for evaluating model components (described in the draft road map).
- Developing an evaluation plan related to implementation of the Framework
- How you would incorporate the 'developmental' approach to evaluating the implementation of the Framework
- Supporting the implementation of the evaluation plan, which would involve working with staff of ESCC

### **4. Project Scope**

The scope of this proposal includes: consultation and collaboration with Framework stakeholders; development, and implementation of tasks agreed to and specified in the final contract; transfer of all copyright, licensing, and ownership of any and all materials and content created and/or produced in fulfillment of the contract; any training that may be required for sustainable communications activities.

Key responsibilities:

- Lead the design and implementation of a Developmental Evaluation Plan for the development and implementation phase of the Framework, anticipated to run from May 2021 and continue to the end of 2023.
- Lead the collection of data as it pertains to the evaluation. This may include collecting the data or subcontracting an evaluation assistant to collect the data should more capacity be required, or a combination of the two.
- If needed, recruit evaluation assistants;
- Lead the development of an Evaluation Working Group with the intent of garnering input on the data collection plan among other evaluation activities, and to source possible assistance with data collection.
- Analyze the evaluation data and support reflection/interpretation that will influence the adaptation of the Framework;
- Write up reports and reflections.

- Assist the Backbone Team with preparation of evaluation reports to the Leadership Team, Funders Table, and the stakeholders network.

The selected contractor will work directly with ESCC Backbone staff, and with other Framework component teams and stakeholders as necessary.

## 5. Bidder Qualifications

Bidders should provide the following in their proposal for consideration:

- Résumé and portfolio which highlight experience with similar evaluation projects
- Examples of social change projects previously completed
- Testimonials from past clients on similar projects
- List of how many full time, part time, and contractor staff in your organization
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of specified projects and tasks
- Project management methodology

## 6. Proposal Evaluation Criteria

ESCC Backbone Staff will evaluate proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following:

- Timelines for completion of tasks and projects, including proposed start date and estimated hours required for tasks and projects.
- Overall proposal suitability: proposals must meet the scope and needs included herein and be presented in a clear and organized manner.
- Previous work: Bidders will be evaluated on examples of their work pertaining to developmental evaluation, social change experience, as well as client testimonials and references.

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