

**CITY OF AUSTIN**  
**SCOPE OF WORK**  
**QUALITY OF LIFE STUDY OF AUSTIN'S AGING POPULATION**  
**SOLICITATION NO. RFQS 4400 SAR4008**

**1.0**     **Introduction**

***About the Commission on Aging***

The City of Austin, Texas, population 840,000, is the 13th largest city in the country. The Commission on Aging (formerly Commission on Seniors) serves as an advisory board to the Austin City Council concerning the quality of life for older adults in the Austin area and to help ensure older adults are productive, independent, and healthy.

The Commission advises the council on issues related to older adults in the Austin area; evaluates and recommends programs, policies, and practices that create a positive impact and reduce the burden on older adults; determines the needs of older adults in the Austin community and advises council regarding these needs; and promotes the contributions older adults make to the cultural, economic, and historical value of Austin.

The 2010 Census data showed significant demographic population growth. Austin was one of the fastest-growing pre-seniors/senior populations in the nation. In response to Austin's increasing age diversity, former Mayor Lee Leffingwell convened a Task Force on Aging in 2012-13. He charged the group with developing strategic recommendations to ensure our aging neighbors have the resources to be healthy, independent, and integrated into community life.

The Task Force was composed of a diverse group of leaders from non-profit organizations, funding entities, businesses, and academia. The St. David's Foundation and Seton Foundation provided leadership and support. Additionally, 15 graduate students from the LBJ School of Public Affairs at the University of Texas conducted research to support the Task Force's efforts. Students met with area experts, studied national best practices, and engaged approximately 500 local older adults through a multi-topic survey.

The result of the Task Force efforts included a report and a set of recommendations that focused resources on ensuring adequate support was in place to help each of us continue to contribute to our community while we age with dignity.

The Task Force recommended two new vehicles to ensure our community successfully serves and benefits from the aging of our population over time: a new City of Austin Commission on Seniors (now Commission on Aging) and a new independent non-profit group to convene, advocate and coordinate across the community: AustinUP.

**2.0**     **Purpose**

The City of Austin (City) seeks qualifications from entities (Contractor) to complete a quality of life study that supports the following goals:

- 2.1 To describe and quantify the demographics of Austin's older adult population (ages 50+) and their caregivers by surveying a representative sample, including the different ethnic and underserved communities that comprise Austin's older adult population; and including robust and inclusive demographic data that captures the intersectional identities of public participants of the study.
- 2.2 To outline strategies for connecting with populations who have historically been hard to reach or underserved within the older adult community; with the responsibility of the consultant to allocate funds awarded in the contract to compensate members of the public to participate in the study.
- 2.3 To identify the factors that most impact the quality of life for older adults and their caregivers; previous stakeholder engagement indicates that top priorities are affordability, transportation, housing, and social isolation. To validate these factors, as well as focus on other factors that surface during the study and to report the current state of those factors in comparison to the population as a whole.
- 2.4 To recommend metrics for measuring and reporting progress toward equity throughout the community.
- 2.5 To be helpful to policymakers now, and in the future, in making decisions on resource allocation, regulations, business practices, service delivery, and city policies and/or practices.
- 2.6 To deepen understanding of the quality of access to culturally responsive resources; that serve older adults and their caregivers in historically marginalized groups, with diverse identities and backgrounds.

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- 2.7 To structure the study in a framework of a power analysis rather than a needs assessment by identifying and analyzing the institutional systems external to the community that create the internal realities that many people experience daily. The use of a power analysis framework in the study will be the foundation for the recommendations made in response to the quantitative and qualitative data that is collected (see 5.12). The power analysis framework includes, but is not limited to, the following questions.
- 2.7.1 Who has the power to make decisions that affect the issue?
  - 2.7.2 Historically, who has had the power to make decisions that affect the issue?
  - 2.7.3 Who benefits, or suffers, from the current status quo of the issue?
  - 2.7.4 Who are current organizational partners? Who are current organizational adversaries?
  - 2.7.5 Historically, what factors have been used to influence or persuade changes on this issue?
- 2.8 To gather holistic narratives that tell the stories of often unheard and/or unaccounted-for members of the aging community, and their caregivers, in Austin. The Commission is committed to ensuring historically underserved populations are included and centered in this effort and that aging community members have the opportunity to help shape the effort in an ongoing, multi-step, and co-creative process.

**3.0 Term of Contract**

This Contract shall become effective on the date executed by the City ("Effective Date") and shall remain in effect for fifteen (15) months or until the earliest date of when the deliverables set forth in the Contract are complete or the City terminates the Contract.

**4.0 Background**

**4.1 Quality-of-Life Study Background**

To improve the quality of life for older adults and their caregivers, Austin must better understand the experience of these individuals and how intersections between age, race, ethnicity, and other demographics impact those experiences. On March 9th, 2022, the Commission on Aging unanimously adopted a budget recommendation to the City Council, urging for the allocation of \$250,000 to conduct a study to evaluate the quality of life of older adults in Austin. \$250,000 was the amount allocated for two recent quality of life studies (Mayor's Committee for People with Disabilities and LGBTQ Quality of Life Commission).

The Commission has defined this project as a Power Analysis rather than just a Needs Assessment. The study will be focused on identifying the strengths of available resources in the community, as well as needs that individual participants perceive. At a broader level, the purpose of a Power Analysis is to identify and analyze the institutional systems external to the community that create the internal realities that many people experience daily. The demographic and survey data shall be one of many essential components of the Power Analysis, as well as more qualitative, holistic narrative pieces that tell the stories of often unheard, and/or unaccounted-for members of the aging community and their caregivers in Austin. The Commission is committed to ensuring historically underserved populations are included and centered in this effort and that aging community members have the opportunity to help shape the effort in an ongoing, multi-step, and co-creative process.

There has never been a quality of life study of older adults and their caregivers in Austin. Therefore, the Commission on Aging is seeking information about the community and granular information about the needs of diverse populations of aging adults. A Quality of Life Study will enable the Commission on Aging, the Austin City Council, and City of Austin departments to understand how city programs and services serve the aging community and their caregivers. Specifically, where programs work well and are serving needs; identify any barriers to participation where programs are not working well and are not serving needs; and ensure programs and services for aging adults and their caregivers are equitable and inclusive.

The Commission is aware that it hears primarily from older adults and their caregivers who are already active and engaged in the community. The Commission wants to know what other members of the

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community need and to understand how to engage better with all segments of the community. As an example, the Commission drafts and widely distributes an annual budget survey as a tool to get community input on budget recommendations. However, most survey participants do not represent the underserved members of the Austin community. Survey demographics can be found by going to <https://bit.ly/CommAgingFY24>. The Commission is seeking updated information about the community and granular information about the needs of diverse populations of older adults in Austin.

Per Austin Code Section 2-1-132, the Commission on Aging shall serve as an advisory board to the council concerning the quality of life for older adults in the Austin area and to help ensure older adults are productive, independent, and healthy. To fulfill this mission, the Commission needs current information on the needs and experiences of older adults and their caregivers in Austin, as described above. Further, the city must provide an updated assessment, including data, to renew its Age Friendly City Designation.

#### **4.2 Key Dates for the Commission on Aging**

*2012:* The City of Austin receives designation as an Age-Friendly City through the World Health Organization and managed by AARP.

*2014:* The Commission on Seniors (now Commission on Aging) was established.

*2014:* City Council districts were changed to a 10:1 model and in 2015 corresponding district representatives were chosen. The Commission consists of appointees from each city district along with two (2) Mayoral appointees and representatives from the Area Agency on Aging, Travis County and Capital Metro.

*2016:* The Age Friendly Action Plan (AFAP) was approved and added to Imagine Austin. The Commission organized Work Groups around AFAP, which continues to the present day.

*2019:* An Age Friendly Program Coordinator was hired within Austin Public Health to assist with AFAP.

*2021:* The Commission on Aging submitted a five-year report to AARP on the AFAP.

*2022:* Name change from the Commission on Seniors to the Commission on Aging

*2022:* City audit completed on City's Aging Services which found an increased need for more data and metrics. Without clear metrics and data standards it is difficult to determine the effectiveness of city services.

*2024:* As Austin continues to see increasing numbers of older adults and their caregivers in the area, the Age Friendly Action Plan, the next five-year report will be due in 2026.

#### **4.3 Commission on Aging's Special Partnership**

The City of Austin's Commission on Aging has preestablished relationships with the following organizations that should be leveraged to the benefit of the consultant and development of the study:

- AARP
- AustinUP
- Select community partners (with specific engagement with older individuals and families caring for older individuals)
- The Joint Inclusion Committee and other City of Austin Quality of Life Commissions
- Aging Services Council
- Austin Public Health and the Age Friendly Austin Team

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**5.0 Contractor's Responsibilities:**

Develop a comprehensive plan for and execute a Quality of Life study that includes the following:

- 5.1** Work with the Commission on Aging and its Quality of Life Study Workgroup to identify priority communities and assess possible options given local resources, study budget, ideal timeline, etc.
- 5.2** Explore subcontracting expert organizations, local nonprofits, and/or community leaders to both inform the design of the study and meaningfully connect with the most marginalized populations in the community to ensure the involvement of community partners and advocates from the beginning of the study's planning stages to the execution of the study.
- 5.3** Utilize a variety of accessible survey formats to account for differing abilities, access needs, and preferences, including paper, digital, over-the-phone, and accessible survey tools for those using assisted technology to ensure multiple means for data collection.
- 5.4** Ensure data collection is gathered in a format that is easily shareable, cross-referenced with other data, particularly the data being collected by the Early Childhood Council and the Commission for Women, and compatible with the City of Austin's tools and standards. Obtain approval from a recognized entity for Protection of Human Subjects in Research, assuring the rights and privacy of participants in the study.
- 5.5** Propose a detailed research plan and data collection timeline(s) to the Commission on Aging's Quality of Life Study Workgroup; explain factors that contributed to decisions and modify the plan according to suggestions from the Commissioners. Plan, implement, execute, and manage study design and information gathering, with built-in course correction and periodic check-ins with the Commission on Aging and its Quality of Life Study Workgroup that highlight and focus on identified issues.
- 5.6** Employ mixed-methods, co-creative, and participatory research approaches in the study design process, with the consultant owning responsibility for community outreach and community engagement to maximize the number of participants in the study. Provide a statistical power analysis to determine sufficient sample sizes for subgroup analyses. Use community groups and resources to assist in recruiting a sample. Include aging members of the community living in residential facilities as well as those who do not.
- 5.7** The consultant will be responsible for reserving select funds allocated to them to complete the study to be used for direct community compensation as an incentive for members of the public to participate in the study and to directly compensate them for the vulnerable introspection and insight they may provide into the quality of their personal life in Austin; this includes, but is not limited to, hosting a community engagement coalition to assist in advising and promoting the survey, with a stipend provided to community panel members.
- 5.8** Specify a plan for translation of study materials into languages other than English. The consultant will be responsible for reserving funds allocated to them to ensure language accessibility and data capture of language needed (spoken) throughout the execution of the study, including subcontracting interpretation and translation services. Specify any needs for interpreters in focus groups and individual interviews.
- 5.9** Organize focus groups, world cafes, and/or community engagement studies as alternative methodologies to include and co-create with community members that elevate the voices of community members with identities that are historically hard to reach or underrepresented throughout the planning and assessment stages of the study, including in-depth interviews with community advocates and organization representatives with robust opportunities for community compensation as outlined above. To seek input from older individuals who are unable to access external or electronic group events.
- 5.10** Present the preliminary data collection plan in person to the Commission on Aging and its Quality of Life Study Workgroup during one of their regularly scheduled monthly meetings, respond to questions, and incorporate potential feedback from the Commission into the data collection plan.

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- 5.11** Deliver periodic updates on the ongoing progress, development, and execution of the study, including data collection, community outreach to marginalized communities, and community compensation in person to the Commission on Aging and its Quality of Life Study Workgroup during one of their regularly scheduled monthly meetings.
- 5.12** At the end of the study, share findings and related implications in a formal briefing to the Commission on Aging and its Quality of Life Study Workgroup during a regularly scheduled monthly meeting that allows the opportunity for collaboration to formulate recommendations to policymakers, non-profit organizations in the community, and community business organizations. Recommendations should be prioritized and specific. Recommendations should be in the format of an action plan with metrics for follow up (see deliverables table below).
- 5.13** At the end of the study, provide the raw data in a format that allows for further analysis and is de-identified to protect privacy of individual participants, and create a data summary and analysis document (including a specified measurement tool, e.g., scorecard) for the Commission on Aging and City Council use.
- 5.14** At the end of the study, provide an accessible electronic datafile and establish ownership of that data to the City of Austin, including permission for the Commission on Aging to replicate the methods and survey tools used in the study for future needs.
- 5.15** Propose other ways in which findings might be presented to other significant populations related to the aging community and their caregivers in Austin, including but not limited to the African American/Black community, the Asian American Community, the Hispanic/Latino community, the immigrant community, the LGBTQIA2+ community, and community with people with differing(dis) abilities. Suggest possible formats other than written reports (e.g. websites, short videos, social media, podcasts).
- 5.16** Outline the shortcomings and limitations of the study and propose suggestions for future quality of life studies in a formal document presented to the Commission on Aging and its Quality of Life Study Workgroup during a regularly scheduled monthly commission meeting.

**6.0 Specific Invoice Requirements**

The City's preference is to have invoices emailed to [jeremy.garza@austintexas.gov](mailto:jeremy.garza@austintexas.gov) or mailed to the below address:

|                       |                           |
|-----------------------|---------------------------|
|                       | <b>City of Austin</b>     |
| Department            | Equity Office             |
| Attn:                 | Jeremy Garza              |
| Address               | 1050 E 11th St, Suite 250 |
| City, State, Zip Code | Austin, TX 78702          |

For questions regarding your invoice/payment please contact the City Contract Manager.

**7.0 Designation of Key Personnel**

The City and the Contractor resolve to keep the same key personnel assigned to this engagement throughout its term. In the event that it becomes necessary for the Contractor to replace any key personnel, the replacement will be an individual having equivalent experience and competence in executing projects such as the one described herein. Additionally, the Contractor shall promptly notify the City and obtain approval for the replacement. Such approval shall not be unreasonably withheld. The Contractor's and City's key personnel are identified as follows:

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|                                                        | Name/ Title       | Phone Number | Email Address                                                                          |
|--------------------------------------------------------|-------------------|--------------|----------------------------------------------------------------------------------------|
| City Contract Manager                                  | Jeremy Garza      | 512-978-1797 | <a href="mailto:jeremy.garza@ausintexas.gov">jeremy.garza@ausintexas.gov</a>           |
| City Project Manager                                   | Alejandra Mireles | 512-974-8045 | <a href="mailto:Alejandra.Mireles@ausintexas.gov">Alejandra.Mireles@ausintexas.gov</a> |
| City Contract Administrator,<br>Procurement Specialist | Susan Arbuckle    | 512-974-1773 | <a href="mailto:Susan.Arbuckle@austintexas.gov">Susan.Arbuckle@austintexas.gov</a>     |
| Contractor's Key Personnel                             | TBD               |              |                                                                                        |
| Contractor's Key Personnel                             | TBD               |              |                                                                                        |

**8.0 Deliverables/Milestones**

| Deliverables/<br>Milestones                                                                             | Description                                                                                                                                                                                                                                             | Timeline     | Performance Measure/<br>Criteria                                                                                                                                                                                                                                               | Acceptance | SOW<br>Reference<br>Sections |
|---------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|------------------------------|
| Data Collection Plan                                                                                    | Develop comprehensive plan in consultation with the Quality of Life Study Workgroup for collecting demographic, survey, and qualitative data from the diverse aging community and their caregivers in Austin and for compensation for the participants. | Three Months | Plan addresses qualitative, quantitative, and alternative research methods for data gathering efforts, ensuring connection to hard-to-reach populations.                                                                                                                       |            | 5.1 - 5.16                   |
| Presentation to the Commission on Aging and/or its Quality of Life Study Workgroup                      | Present the research methods and data collection plan at a regularly scheduled Commission meeting                                                                                                                                                       | One Month    | Commission conducts a formal vote to approve the research methods and data collection plan, with opportunities for amendments.                                                                                                                                                 |            | 5.1 - 5.16                   |
| Launch of Quality of Life Study and Data Collection                                                     | Implementation & execution of approved research methods and data collection plan, including survey and qualitative data                                                                                                                                 | Six Months   | Number of unduplicated participants (aging community and their caregivers) with complete data in each category                                                                                                                                                                 |            | 5.1 - 5.16                   |
| Status Update to the Commission on Aging or its Quality of Life Study Workgroup on Preliminary Findings | Present preliminary figures to Commission, with emphasis on margins of error (or confidence intervals) for data collected so far, progress on connecting with marginalized communities, and with updates on community compensation.                     | One Month    | Every identified subpopulation has enough data to analyze within a specified margin of error. The Commission will be given an opportunity to provide the consultants with suggestions for strategy adjustments if needed, and sign-off/approve of the work conducted thus far. |            | 5.1 - 5.16                   |
| Adjust Strategies, if needed                                                                            | After meeting with Quality of Life Study Workgroup, Adjustment of outreach                                                                                                                                                                              | Two Months   | Increase number of unduplicated participants of key community categories identified by the                                                                                                                                                                                     |            | 5.1 - 5.11                   |

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|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
|                                                                            | strategies, alternative research methods, and process of relationship building with community to reach a larger audience.                                                                                                                                                                                                                                           |             | Commission and its Quality of Life Study Workgroup.                                                                                                                                           |             |
| Power Analysis and Mapping                                                 | Develop Power Analysis (or similar outline/analysis of influence/power structures)- where power lies, how it's shared (or not), including Power Mapping e.g., how much power and how friendly to issues                                                                                                                                                             | Two Months  | Provide a preliminary report that uses the data gathered to analyze the institutional systems external to the community that create the internal realities that many people experience daily. | 5.1 - 5.11  |
| Status Update to the Commission and/or its Quality of Life Study Workgroup | Provide a status update presentation to the Commission on Aging and its Quality of Life Study Workgroup on the progress of the study, updates on adjustments to strategies, and present on preliminary power analysis.                                                                                                                                              | One Month   | Commission to conduct a formal vote approving preliminary power analysis report, with opportunities to suggest strategy adjustments to analysis and power map.                                | 5.10 – 5.16 |
| Finalizing Quality of Life Study Report and Analysis                       | Developing Final Study Analysis in a format that is more than just a report (presentation) and is provided digitally and in a bound printed format. Provide comparison to past data (audits, surveys, studies), highlighting notable differences. Include recommendations for policy and future action, with concrete and detailed- short term and long-term goals. | Four Months | Study, report, and de-identified raw data from survey and focus group(s) provided to the City in a standard, agreed upon format.                                                              | 5.12 – 5.16 |
| Findings Overview                                                          | Present findings overview of the Quality of Life Study to the Commission and its Quality of Life Study Workgroup                                                                                                                                                                                                                                                    | One Month   | Commission receives final briefing on Quality of Life Study with opportunity for formal vote to approve the final report.                                                                     | 5.12 – 5.16 |
| Final Deliverables of report & Hard Data                                   | Present full report of the Commission on Aging's Quality of Life Study for the public.                                                                                                                                                                                                                                                                              | One Month   | All deliverables in scope are provided.                                                                                                                                                       | 5.12 – 5.16 |