



LICKING COUNTY AGING PARTNERS

REQUEST FOR PROPOSAL

Strategic Plan

Project Scope

Licking County Aging Partners (LCAP) is seeking a firm with extensive experience in strategic planning. The selected firm will be given access to LCAP staff including leadership and board members during the project and may also seek input from LCAP's clients, Licking County residents and local businesses. At the conclusion of the project, the selected firm will provide LCAP with an executable strategy and vision for the next 5 years.

Organization Background: Helping Adults Flourish, Together

LCAP, founded in 1972, is a 501(c)(3) non-profit organization with a mission to improve the quality of life for Licking County seniors by contributing to their independence and healthy lifestyles. LCAP services are available to all, regardless of ability to pay, thanks to local, state, and federal funds, as well as donations and grants from the community. LCAP has 100 employees (full-time and part-time) and many active volunteers. As the leader in providing services for the older residents of Licking County, LCAP provided 243,641 meals, 7,292 one-way trips, 5,513 Smilemaker calls, and 15,036 hours of homemaking in 2023. This is a small sampling of the impact of LCAP's offerings to contribute to the independence and well-being of Licking County citizens.

Service to Your Door

We provide Meals on Wheels to any home-bound individual 60 years and older residing in Licking County, and have homemaking, personal care, chore/home maintenance, and transportation services for those who need a helping hand from time-to-time.

Service at Our Door

Activities and events take place in our senior center and throughout Licking County daily to assure there are opportunities for socialization and relationship-building. Seniors may join for a meal and activities at our main site, Heritage Hall, or at one of our other six social lunch sites throughout the county. Our building also contains an Adult Day Center for caregivers in need of respite care.

Services Beyond Doors

Navigating life as we age can be difficult. Our Social Services team offers in-home assessments, referrals and connections in many areas. The Center for Visual Improvement (CVI) offers basic eye care and low-vision aids, as well as resources for those struggling with low vision. CVI programs are available to citizens of all ages. LCAP also has numerous assistive programs, such as Project Safe Senior, providing fire safety for clients, incontinence supplies, fans in the summer, and a Pet Food Pantry. ***We connect, consult, and care for any issue you might face.***

The Challenge

Throughout its 51-year history, LCAP has maintained a strong and healthy relationship with the residents of Licking County. The mission was always to contribute to the quality of life and independence of seniors in the community. From humble beginnings with only the Meals on Wheels service, LCAP has evolved and now provides many unique services to meet the needs of those 60+ in Licking County.

In 2023, LCAP rebranded and changed the “P” from Program to Partners. This helped communicate our mission and purpose with greater clarity. The rebranding also emphasized that aging is a journey made better together.

LCAP’s mission remains to help all individuals 60+ to age in the way of their choosing, in their home. With significant growth in the 60+ demographic, the future of Licking County’s older adults is bright! To keep up with the demand for services, the time has come for our organization to evaluate which services are essential and help to best meet the current and future needs of the clients LCAP serves. We must consider how LCAP’s voice should be used to advocate for older adults, and how a more focused mission can be supported and sustained with our current revenue sources.

Assumptions and Agreements

LCAP reserves the right to dismiss any proposal for any reason.

Submittal Requirements

Proposals must include the following:

1. Completed Acknowledgement of Terms of the RFP process
2. A firm profile, length of time in business and a description of the firm’s core competencies.
3. Description of the firm’s availability to begin the project in accordance with the schedule (see below).

4. List elements of the strategic planning process and provide a detailed proposed timeline for implementation and delivery.
5. Portfolio examples of past projects with comparable scope and deliverable (online links acceptable).
6. Outline of the proposed final deliverable. If comparable to any of the above examples, please be specific about expected additions or omissions.
7. Biographies for key individual(s) assigned to the project including tenure with the firm.
8. Three references including the type of work done for each and the date of completion. Please include company name, address, phone number and contact name.
9. Brief statement regarding the ownership of the produced materials/intellectual property. Please include in the proposal any requirements for LCAP to own the final produced work.
10. Present the total estimated cost to complete the project, hour fees (with estimated number of hours) or flat rate to compare.

Proposals should be submitted to Melissa Owens at mowens@lcap.org as a PDF.

Selection Process

The following details the two-step process LCAP will use to determine the interest, qualifications and selection of a final partner for the project:

1. *Submission of Qualifications*
 - a. LCAP’s Future Vision Committee will determine which firm is best qualified to complete the project based on the information requested in the RFP.
2. *Finalists Presentations*
 - a. Finalists will be asked to make a presentation of their proposal to the committee and key staff.

Schedule for Selection Process

Issuance of RFP:	April 1, 2024
Bidders’ Conference:	April 15, 2024
Responses Due:	April 30, 2024
Finalist Presentations	Week of May 20, 2024 (will be scheduled individually)
Anticipated Commencement of Project:	June 3, 2024
Anticipated Completion of Project:	October 31, 2024

Additional Resources

For more information regarding LCAP, its services and background, please visit www.lcap.org. You can find our history, leadership, financials, and publications, such as newsletters and annual reports, for reference. In addition, LCAP is guided by the Ohio State Area Plan on Aging: <https://aging.ohio.gov/about-us/reports-and-data/ohios-state-plan>. It will be helpful for successful candidates to understand the Ohio guidelines under which our agency is regulated.

Request for Additional Information

LCAP reserves the right to request any additional documentation that it deems necessary to assist with the review and contract awards process.

Cancellation of Request for Letters of Interest

LCAP reserves the right to cancel this request for professional services at any time, to elect not to award the work listed, to reject any or all of the responses, to waive any informality or irregularity in any response received and is the sole judge of the merits of the respective responses received.

While LCAP intends to award all tasks included in this request for proposals to one firm, LCAP also reserved the right to contract any task or portion of this work separately.

Acknowledgement of Terms of the RFP Process

I have read and understand the requirements for professional services to LCAP and will abide thereto.

Project: Organizational Strategic Plan

FIRM NAME: _____

MAIN FIRM CONTACT: _____

SIGNED: _____ DATE: _____