Welcome!

We will start soon.

A few reminders:
- There will be time at the end to ask questions
  - You can also add them in Chat
- Please stay muted during the webinar and enter any feedback in the Chat box

Executive Office of Elder Affairs
RESPECT INDEPENDENCE INCLUSION

Supportive and Social Day Program Expansion Grant Bidders Conference

January 18, 2024

Thank You for Joining Us!

- **Molly Evans**, EOEA
- **Pam MacLeod**, EOEA
- **Dana Beguerie**, EOEA
- **Adam Frank,** EOEA
- **Peter Buzby**, PCG (*grants administrator*)
- **Rachel Wyant**, PCG (*grants administrator)*

Reminder: For any questions related to this grant, please contact

MAHCBSGrants@pcgus.com

These slides will be available on COMMBUYS soon after the Bidders Conference. Questions and answers from today's Conference, in addition to other questions submitted prior to Thursday, January 25, will also be posted on COMMBUYS by Monday, February 5.

Agenda

Grant Overview

Who can apply, how to apply, and important deadlines

Details of the Grant Program

- Approximately $4.5 million program designed to increase the capacity of Social and Supportive Day Programs throughout Massachusetts to serve older adults and individuals of any age living with Alzheimer's Disease and Related Dementias (ADRD)

- Overall, funding will support the following objectives:
  - Expand Supportive and Social Day Programs throughout Massachusetts for individuals age 60 and older or living with ADRD at any age
  - Address unmet needs for more Supportive and Social Day Programs, culturally tailored programs, and programs delivered within age- and dementia-friendly physical spaces
  - Provide one-time funding to programs that can sustain themselves beyond the grant period

- Organizations can apply for **one** of three categories:
  - Category 1: Planning – Grants of up to $50,000
  - Category 2: Expansion – Grants of up to $300,000
  - Category 3: New Program Launch – Grants of up to $300,000

Project Categories

Category 1: Planning

- Researching and developing a comprehensive business strategy to establish or enhance Supportive and Social Day Program(s). This business strategy must be rooted in the needs of the community the program serves. This category is solely for planning purposes and excludes implementation activities.

Category 2: Expansion

- Expanding or improving existing Supportive and Social Day Program(s). This category is for programs aiming to implement changes to an existing Supportive and Social Day Program. That may include research and development if it is linked to expanding existing program(s).

Category 3: New Program Launch

- Implementing one or more new Supportive and Social Day Program(s). That may include research and development if it is connected to launching a new program(s).

Who Can Apply?

- Any of the following can apply if they are located in Massachusetts and they serve Massachusetts residents 60 years of age and older and/or individuals of any age living with ADRD:

  - Aging Service Access Points (ASAPs)

  - Area Agencies on Aging (AAAs)

  - Councils on Aging (COAs)

  - Community-based non-profits

- Organizations without experience providing home and community-based services (HCBS) Supportive and Social Day Programs **must** partner with an experienced provider to apply

- Organizations can create partnerships to apply together

Priority Criteria

- Applications that meet a demonstrated unmet need in the community, such as:
  - Providing diverse, culturally and linguistically tailored programs
  - Expanding program days or hours to meet the needs of caregivers and older adults
  - Hiring staff to meet a program's waitlist
  - Creating a new Supportive and Social Day Program to address a lack of nearby programs
- Applications from organizations that serve Gateway Cities or Rural Communities in Massachusetts
- Applications that limit indirect costs to at or below 10% of the overall project budget
- Applications that include two or more improvements to the physical space to meet the needs of older adults and individuals with ADRD
  - Please refer to the Age and Dementia Friendly Design Considerations for Physical Infrastructure for examples *(Category 2: Expansion and Category 3: New Program Launch only)*
- Applications that provide a clear and detailed plan, including explaining all necessary budget items for executing their intended project
  - Plans should clearly demonstrate organizations have the operational capacity to execute their project

Proposals that meet multiple criteria will be given preference in the award selection process.

Eligible Activities and Expenses

Program activities must meet the guidelines included in Attachment D. Examples of eligible activities for each category are included on the next three slides.

Category 1: Planning

- Conducting market research, including engaging with the community on needs
- Projecting funding and finances
- Formulating an operational plan
- Developing a marketing and outreach strategy
- Developing a comprehensive business plan to create a new Supportive and Social Day Program or expand an existing program
- Determining monitoring and evaluating practices
- Research on evidence-based programs and practices
- Creating staff and/or volunteer training materials
- Formulating a plan for delivering the program in an age- and dementia-friendly physical space (see Age and Dementia Friendly Design Considerations for Physical Infrastructure for examples)

Category 2: Expansion

- Increasing program availability by expanding days and/or hours of operation

- Adding or enhancing transportation to allow individuals to travel to and/or from the program and/or to facilitate program activities in the community, if not covered by other funding or benefit options

- Adding or enhancing program activities to meet consumer needs and interests

- Adapting existing program operations to be more culturally inclusive (e.g., hiring bilingual staff, integrating culturally tailored programming)

- Expenses related to enhancing the program (e.g., community inclusion activity fees) up to 20% of the total grant Budget

- Covering program participation fees for low-income participants not covered by MassHealth or an EOEA-funded program

- Marketing and conducting outreach activities

- Making updates to the physical space to make the program more accessible, including for older adults and people living with ADRD (see Age and Dementia Friendly Design Considerations for Physical Infrastructure for examples)

- Hiring, onboarding, and training new program staff, or increasing staff time to accommodate expanded program operations

Category 3: New Program Launch

- Hiring, onboarding, and training new program staff
  - Funding may be used to complete background checks (e.g., CORI, LEIE, PHI, etc.) on new program staff
- Making updates to the physical space to make the program accessible, including for older adults and people living with ADRD (see [Age and Dementia Friendly Design Considerations for Physical Infrastructure](#) for examples)
- Marketing and conducting outreach activities to promote the new program
- Down payments to secure physical space.
- Programming expenses (e.g., community inclusion activity fees) up to 20% of the total grant Budget
- Transportation to allow individuals to travel to and/or from the program and/or to facilitate program activities in the community if not covered through other funding or benefit options
  - Transportation expenses (e.g., vehicle purchases, Uber/Lyft vouchers, public transportation passes, payments to transportation vendors) cannot exceed 50% of the total grant Budget
- Other implementation-related operational expenses

Ineligible Expenses

- Grant funds cannot be used for:
    - Costs incurred outside of the grant period (i.e., contract start date through March 31, 2025)
    - Loan repayment
    - Temporary wage increases
    - Capital expenses not directly related to the program objectives outlined in the grant
    - Transportation-related expenses that account for over 50% of the total grant Budget
    - Programming supplies (e.g., community inclusion activity fees) that account for over 20% of the total grant Budget
    - Equipment or devices given to individuals for permanent use
- Grant funds can be used to supplement, but not supplant, existing Medicaid HCBS or any other state-funded initiatives
- Grant funds also must not overlap with any Center for Medicare and Medicaid Services (CMS) waiver extension proposals or other MA HCBS grants

How to Apply

- Apply online before 5 PM on Friday, February 16, 2024 using the MassGRANTS portal

    - Maanfgrants.my.site.com/s/loginpage

    - Step-by-step directions for using MassGRANTS are in the FAQ on the grant webpage

    - You will need a Massachusetts Management Accounting & Reporting System (MMARS) vendor code and TIN to register for an account

    - Instructions on finding your vendor code and TIN are also in the FAQ

    - If you do not have a vendor code, you can email EOHHSGrantsInbox@mass.gov to request a temporary one

- You cannot make any changes to your application after it is submitted

Important Dates and Deadlines

Request for Applications Released	Wednesday, January 3
Deadline for Written Questions	Thursday, January 25 at 5 PM
Deadline for Applications	**Friday, February 16 at 5 PM**
Contract Start Date (anticipated)	Thursday, April 25
Project End Date	Monday, March 31, 2025

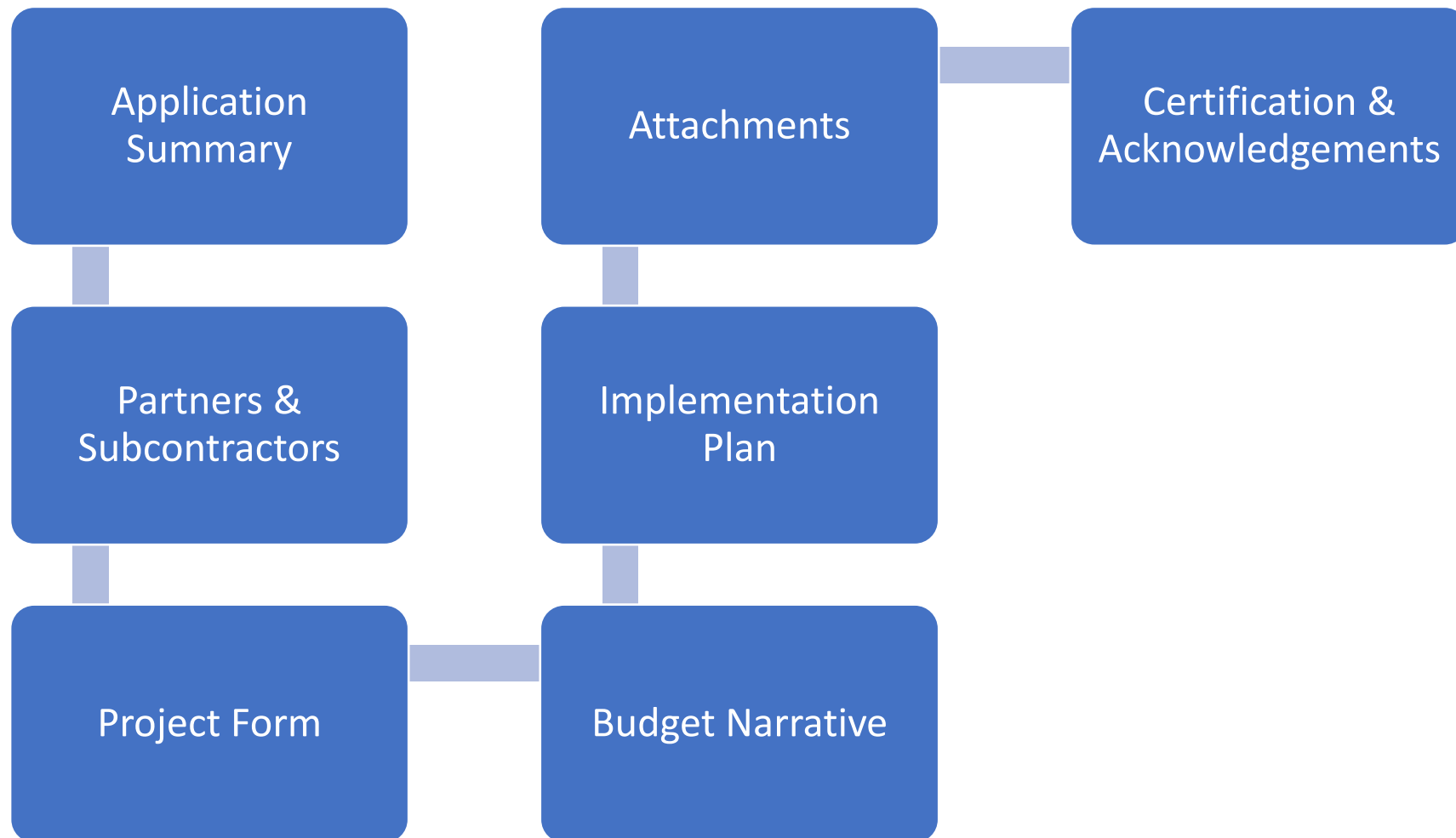# The Application

Application Steps and Process

Application Overview

- All applications must be submitted through the MassGRANTS portal before 5 PM on Friday, February 16
  - You will receive a confirmation email immediately upon submission
  - If you do not receive a confirmation email, you must contact MassGrantsSupport@mtxb2b.com **before the grant deadline**
- EOEA expects to award all the grant funds this round
- Any questions must be submitted to MAHCBSGRANTS@pcgus.com by 5 PM on Thursday, January 25
  - Answers to all questions will be posted on the grant webpage by 5 PM on Monday, February 5

Application Steps

Step 1: Summary and Step 2: Partners & Subcontractors

Application Summary

- Information about your organization
- Two contacts for this grant application
- Total requested funds for this application

Partners & Subcontractors

- Optional section for applicants working with subcontractors or applying as a partnership
- Description and contact information for each partner, including their responsibilities in the project

Step 3: Project Form

Current State

- Description of the organization at present
- Information on current programs you provide
- Description of your and any partner's experience delivering Supportive and Social Day Programming

Project Description

- Pick your project category and describe your proposed project, including:
  - Unmet needs your project plans to address
  - Timeline and implementation activities
  - Staffing, sustainability, and marketing plans

Step 4: Budget Narrative

- Detailed summary of all the costs for developing and implementing your program
    - Must show that the majority of the funds will be used to achieve the grant goals
- Provide a description of each cost and select the cost category:
    - **Direct Costs** are directly attributable/traceable/chargeable to this grant initiative (e.g., costs for developing a business plan, purchasing equipment for programs, or salary for staff working directly on the program)
    - **Indirect Costs** cannot be directly attributable/traceable/chargeable to this grant initiative (e.g., administrative expenses, payroll taxes)

Step 5: Implementation Plan

- List of the steps to complete your proposed program, including:
  - Activity/task
  - Description
  - State Date
  - End Date
  - Responsible Party

Step 6: Attachments and Step 7: Certifications

Attachments

- Applications for Category 3: New Program Launch **must** include:
  - Three-year operational plan for the proposed program
  - Three-year budget and funding plan
- Applications under all categories can add other documents to support proposals as necessary

Certifications and Acknowledgements

- Certify that you are eligible for the grant
- Acknowledge that you will meet all conditions of a grant award
- Sign your application

Reporting

Baseline, Interim, and Final Reports

Reporting Requirements

- Awardees must provide reports to show the impact of the grant funds and progress towards program goals
    - **Baseline Report**: due 30 days after contract start date (inclusive of data from SFY23)
    - **Interim Report**: due on November 1, 2024
    - **Final Report**: due on May 31, 2025 (60-days after the grant period ends)
- Required metrics for each report are available in the RFA on the grant webpage
- EOEA is interested in accurate data
    - Awardees will not be penalized or need to return funding if the data shows the program did not produce the expected results
- EOEA will work with awardees who are worried they will not be able to provide the required reports

Other Requirements

- Awardees must propose, track, and report on two custom metrics based on goals of the grant
- For each custom metric, awardees must provide:
  - Description of the metric
  - Explanation of its significance
  - How the metric is calculated
  - Instrument(s) used to gather data
- Examples of sample custom metrics include:
  - *(Category 1: Planning)* Number of experienced industry professionals who reviewed the proposed plan to provide feedback
  - *(Category 2: Expansion)* Percentage or number of program participants for whom English is their second language
  - *(Category 2: Expansion or Category 3: New Program Launch)* Percentage of program participant or caregiver satisfaction survey responses that are "excellent" or "good"
  - *(Category 3: New Program Launch)* Percent of program staff positions that have been filled
- Awardees must also participate in up to three focus groups held by EOEA or its designee during the grant period

Technical Support

Questions about the Grant Program:

MAHCBSGrants@pcgus.com

Questions about the MassGRANTS Portal:

866-406-2170

MassGrantsSupport@mtxb2b.com

Questions

- We will do our best to answer as many questions as we can
- Stay muted if you are not asking a question
  - Please raise your hand if you have a question to ensure everyone does not speak at once
  - You can also add your question to the Chat
- All questions asked will be saved and used for the development of future support materials